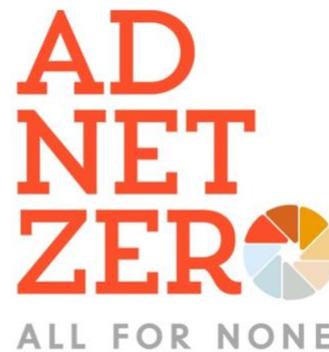


**WeAre8, The Sustainable Ad Platform joins Ad Net Zero to ensure every brand's 2022 digital media spend is carbon neutral**



**Monday 27 September, London, United Kingdom:** The sustainable advertising platform, [WeAre8](#), strengthens its commitment to the planet by joining [Ad Net Zero](#) - the UK advertising industry's initiative to respond to the climate crisis caused by CO2 emissions.

With aims to **overhaul the digital advertising ecosystem to create urgent environmental change and inspire positive social impact**, WeAre8's commitment to Ad Net Zero comes weeks before the COP26 summit in November 2021 and follows the [IPCC report](#) that showed humans' role in climate warming is 'unequivocal'.

**A recent Ad Net Zero report revealed that the average annual IPA agency operational CO2 emissions is over 84,000 tonnes.** Ad Net Zero's ambition is to work with the UK advertising industry to drive carbon-curbing policies throughout the ad ecosystem to strengthen and extend the sector's response to our shared challenge.

The WeAre8 technology enables brands to deploy their digital ad spend in a more effective and sustainable way. By shifting just 5.6% of their digital media budget through the WeAre8 platform, brands reach and engage their consumers directly and ensure their entire digital spend is carbon neutral. Through its national partnership with EE and BT, WeAre8 is mobilising millions of people and making it easy for them to save the planet in 2 minutes a day.

*"We need urgent and radical collaboration between brands and millions of people if we are going to save our precious planet," said **Sue Fennessy, CEO and Founder at WeAre8.** "Our platform makes it easy for brands to shift their ad dollars in a way that is not just more effective and cost efficient, but is transformationally better for the planet. We are delighted to partner with Ad Net Zero and leading brands to provide them with a practical solution to support their sustainability and business commitments."*

**Stephen Woodford, Chief Executive at Ad Net Zero said:** *"We're thrilled to have WeAre8 join the Ad Net Zero supporter group. We're calling on the UK advertising industry to work together to drive carbon-curbing policies throughout the advertising ecosystem, and we believe that the sustainable media platform, WeAre8, can be a significant part of the solution."*

Scientists agree that we have less than 8 years to save the planet, but it's what we do in the next 18 months that will determine our commitment to the collective fight against climate change.

**ENDS**

## Notes to Editors

For media enquiries, please email [gracie.bennett@kibbokiftagency.com](mailto:gracie.bennett@kibbokiftagency.com) or call [+447722416364](tel:+447722416364).

## About WeAre8

**WeAre8 is a revolutionary advertising platform** enabling users to reclaim their economic value and protect the planet, rewarding users for their time and donating to charitable causes every time they watch an advert. For every £1 spent by brands, 65p is diverted to consumers and ethical causes.

By putting people and purpose first, instead of profiteering, WeAre8 also combats the existing wasteful and inefficient online advertising delivery process by offering brands 100% engagement and transformational insights through user questionnaires.

How WeAre8 Works in Five Steps:

1. **Sign up** to receive paid brand videos if you're in the UK. If you're anywhere else in the world, you can still be part of the WeAre8 community. Users can opt-out at any time.
2. **Download** the WeAre8 app to access a wallet and feed, where users can get inspired by the community committed to changing the world and celebrate their friends for making an impact.
3. **Watch brand videos** via your preferred communication method (email, text, or push notification). Watch them, answer a few short questions and earn between 10p - 20p per video.
4. **Get paid for your time** directly into your WeAre8 app wallet. Choose to pay it forward to charity, pay off your mobile phone bill or top up your PayPal. Brands donate a percentage of their spend to charity too.
5. **Change the world.** Every time you watch a brand video on WeAre8, a direct donation is made by the brands. You can also pay it forward to charities you love and join the WeAre8 community to make real change.

Media tech entrepreneur Sue Fennessy leads WeAre8 with a mission to make it easy for brands to redirect billions of dollars of advertising spend back to people and the planet in a way that drives better business results.

In 2020, WeAre8 was certified as a B-Corporation, confirming the company meets the highest standards of social and environmental impact.

To learn more, visit [www.weare8.com](http://www.weare8.com) or install the WeAre8 app on the [App Store](#) or [Google Play](#).

LinkedIn: [www.linkedin.com/company/weare8](http://www.linkedin.com/company/weare8)

Twitter: [@WeAre8Official](https://twitter.com/WeAre8Official)

Instagram: [@unitedforgoodofficial](https://www.instagram.com/unitedforgoodofficial)

Media Contacts: [gracie.bennett@kibbokiftagency.com](mailto:gracie.bennett@kibbokiftagency.com)

## About Ad Net Zero

In 2020, The Advertising Association (AA), in partnership with the IPA and ISBA launched Ad Net Zero, an industry-wide initiative to help UK advertising respond to the climate crisis caused by CO2 emissions. Ad Net Zero's mission is for immediate, collective industry action to help achieve real net zero carbon emissions from the development, production and media placement of advertising by the end of 2030. Individuals and companies seeking to support Ad Net Zero and make a real change to address the climate emergency should sign-up at the [Ad Net Zero hub](#).

## Statistics for Reference

- "\$400 Billion Digital Advertising Spend" - [Statista](#)
- "An Ad Net Zero report revealed that the total for an average annual IPA agency operational CO2 emissions is over 84,000 tonnes" - [Access the Ad Net Zero report](#)
- "less than 8 years to save the planet" - [Climate Clock](#)