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Barometer Report:

Sustainable Advertising in Canada

November, 2024



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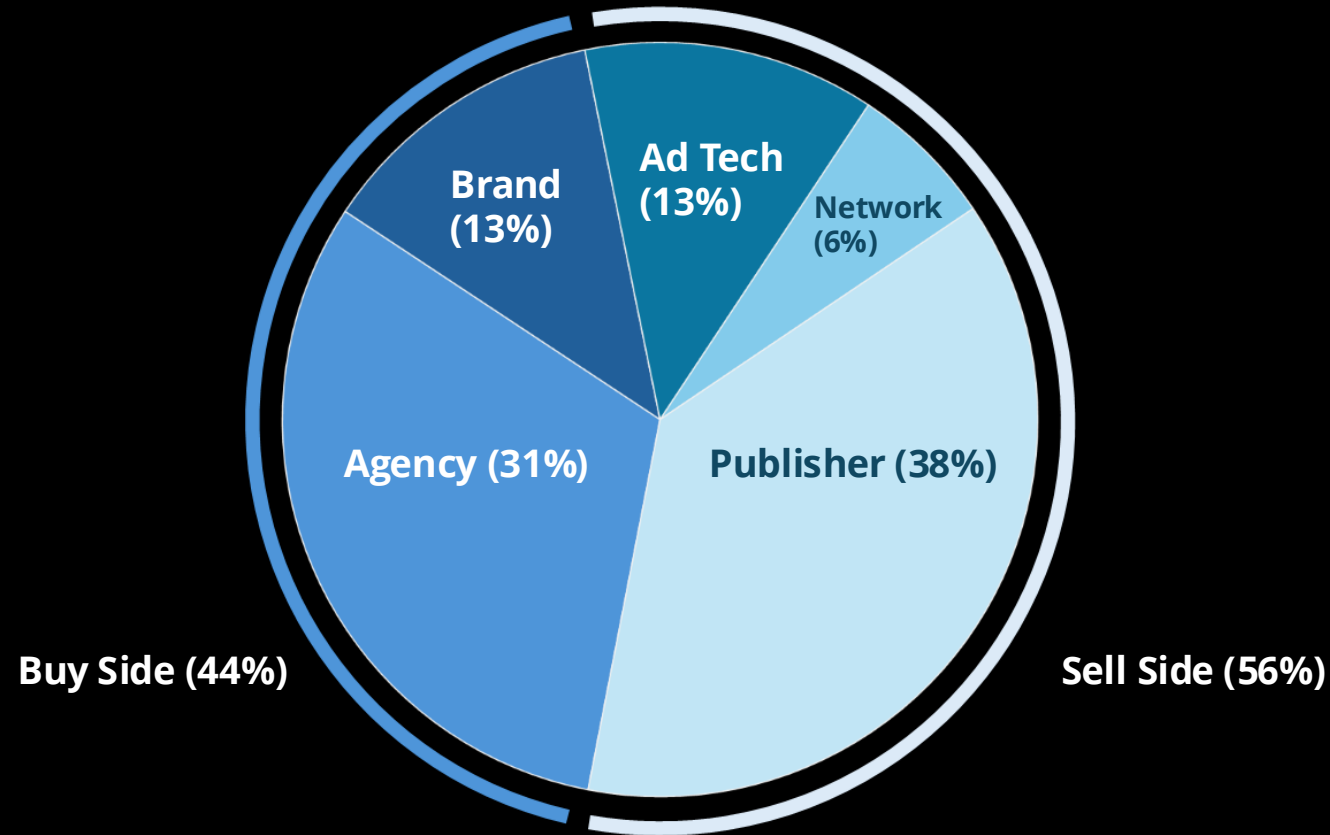
IAB Canada Member Survey

In IAB Canada's latest Q4 2024 study, members shared their insights on the growing significance of sustainable advertising. Participants were invited to offer candid and anonymous perspectives on the current state of sustainable advertising in Canada.

Key Findings

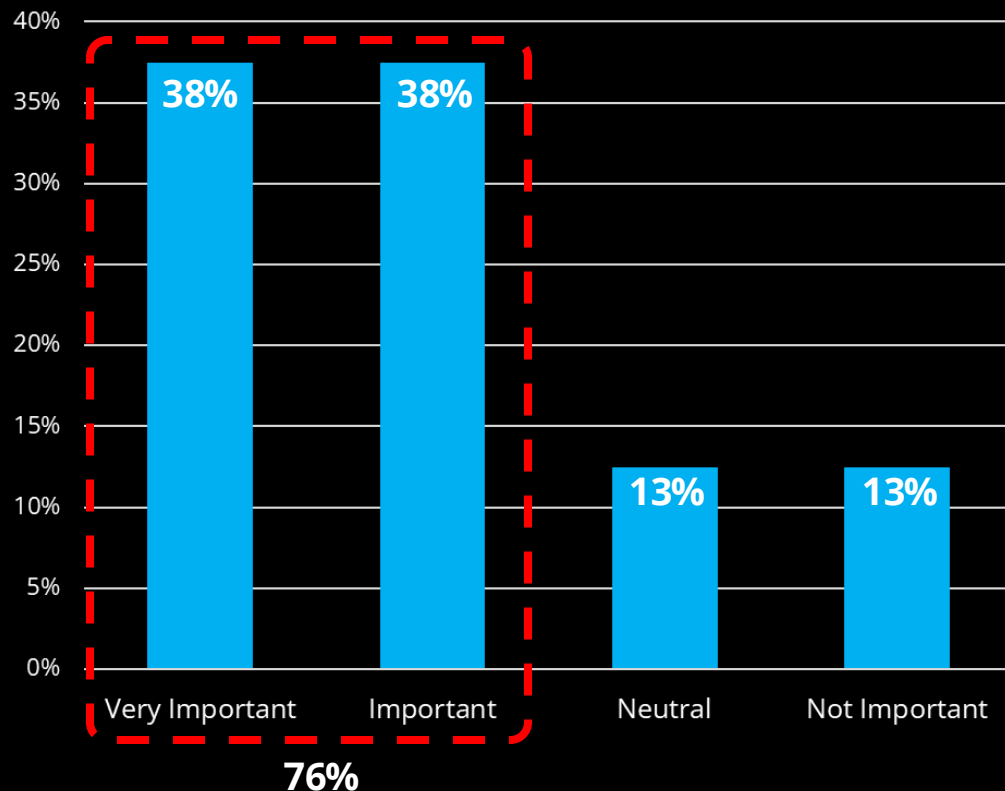
- A small segment of the industry is actively pursuing sustainable advertising practices.
- Despite widespread acknowledgment of the importance of sustainable advertising, some industry players have yet to take action or make commitments.
- On the other hand, a notable share of ad inventory remained unsold due to failing to meet environmental standards, a trend likely to persist in 2025.
- The industry has expressed a strong need for additional educational resources on environmentally sustainable digital advertising.

Balanced industry representation between buy and sell side in Canada

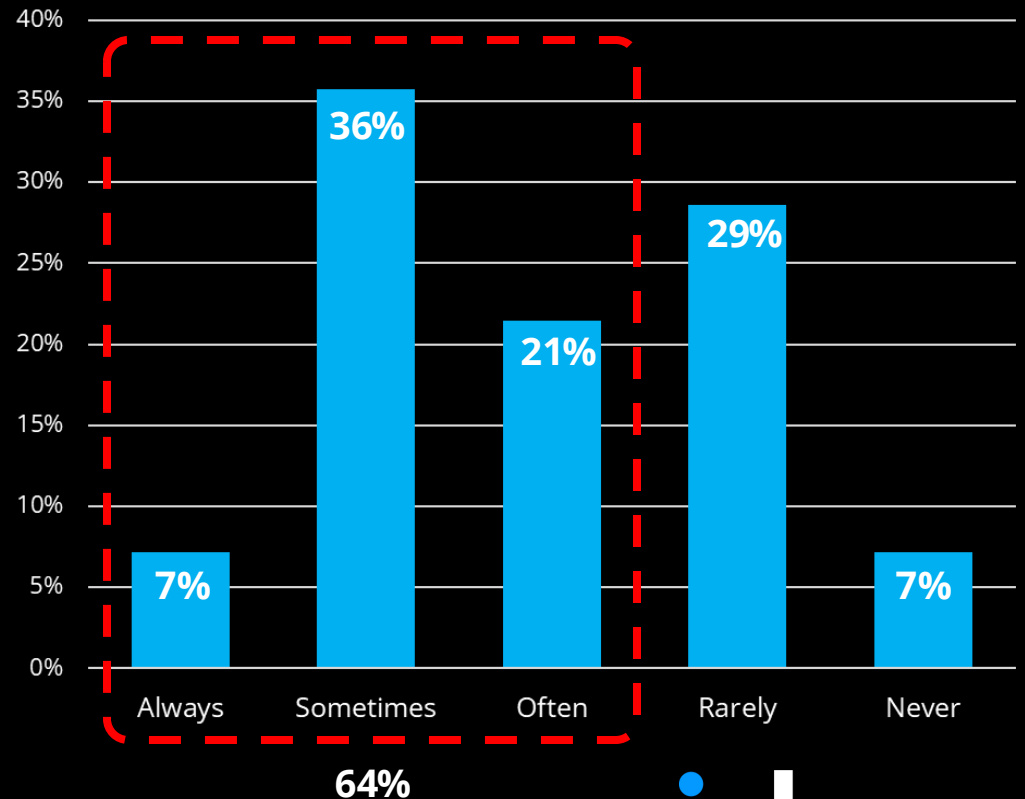


Environmental sustainability holds significant importance and is increasingly being factored into digital media buying and selling decisions.

Q: How important is environmental sustainability to your organization?

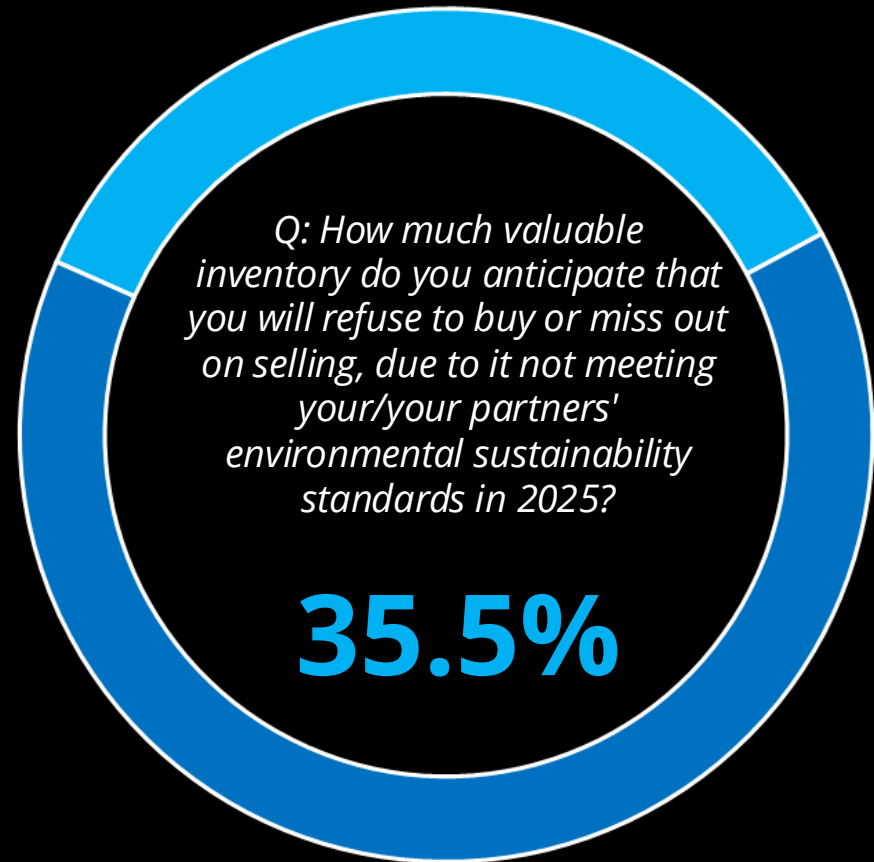
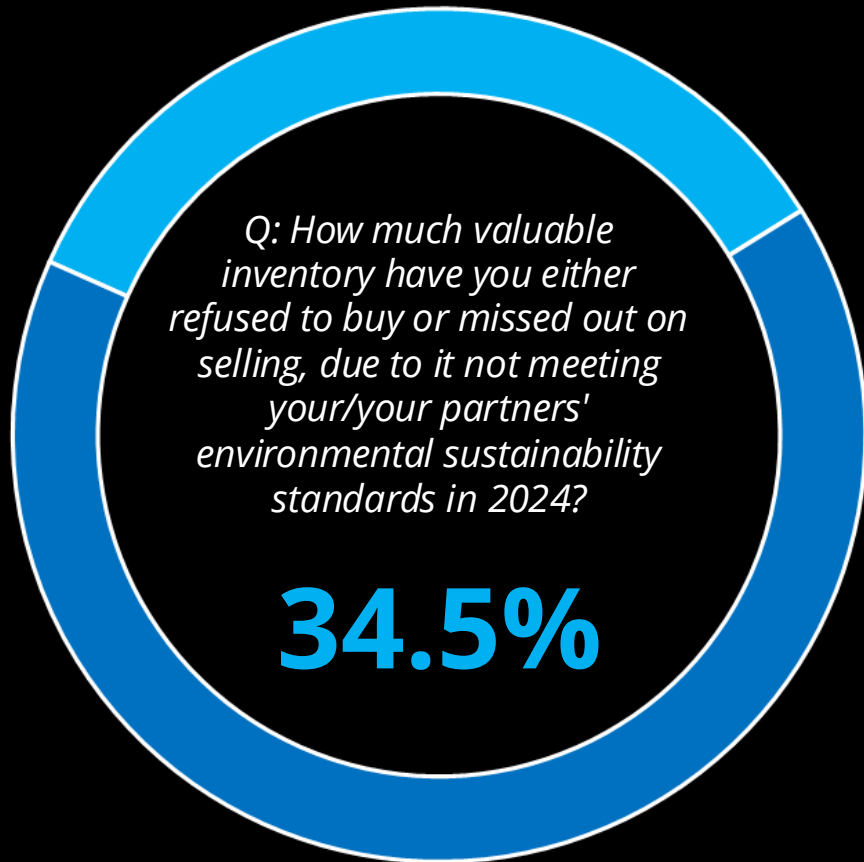


Q: How often does your organization consider environmental impact when buying or selling digital media?



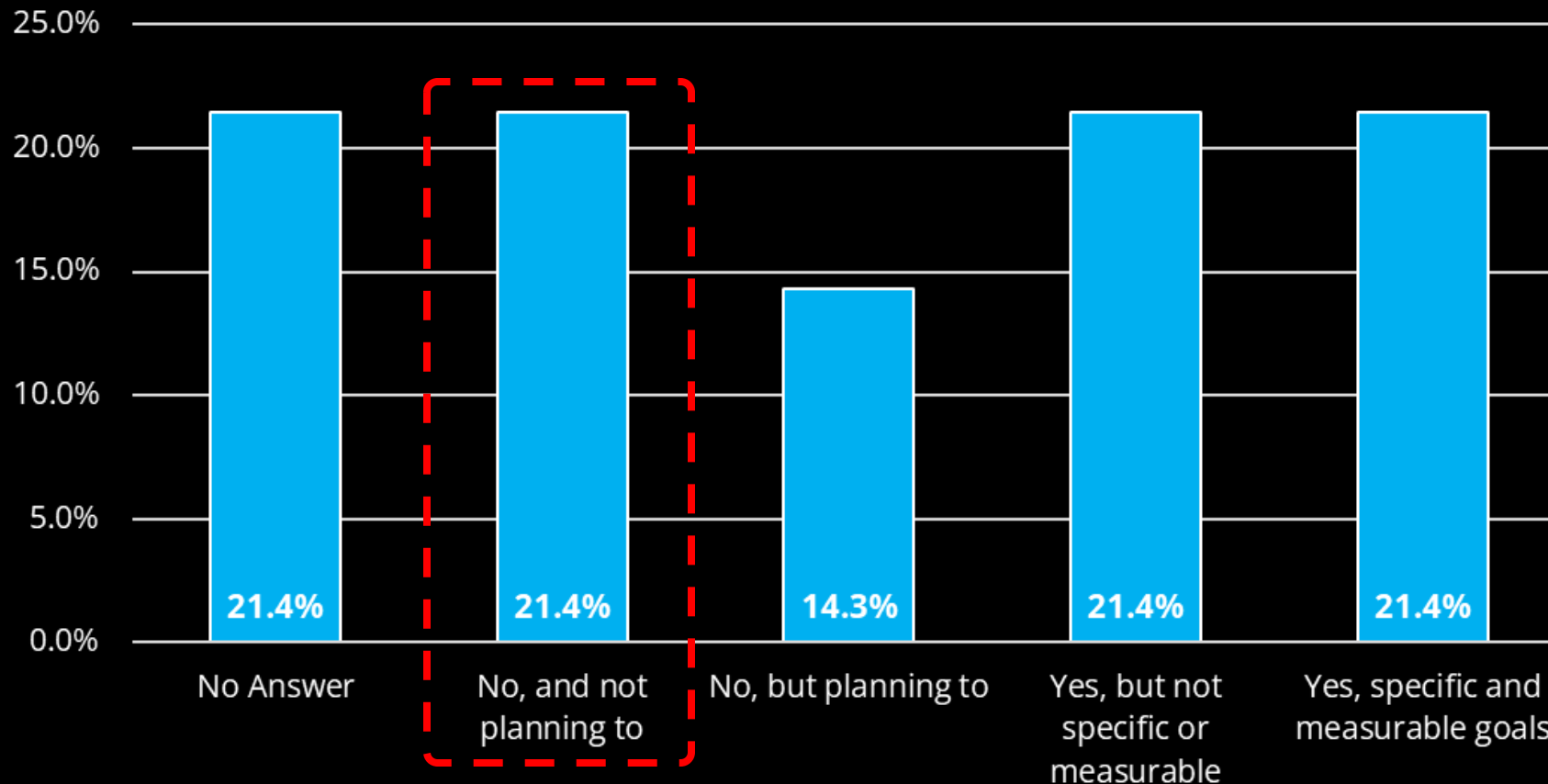
In 2024, one-third of ad inventory went unsold due to unmet environmental sustainability standards.

The same can be expected in 2025



Some industry inertia, while 21% are not inclined to take action.

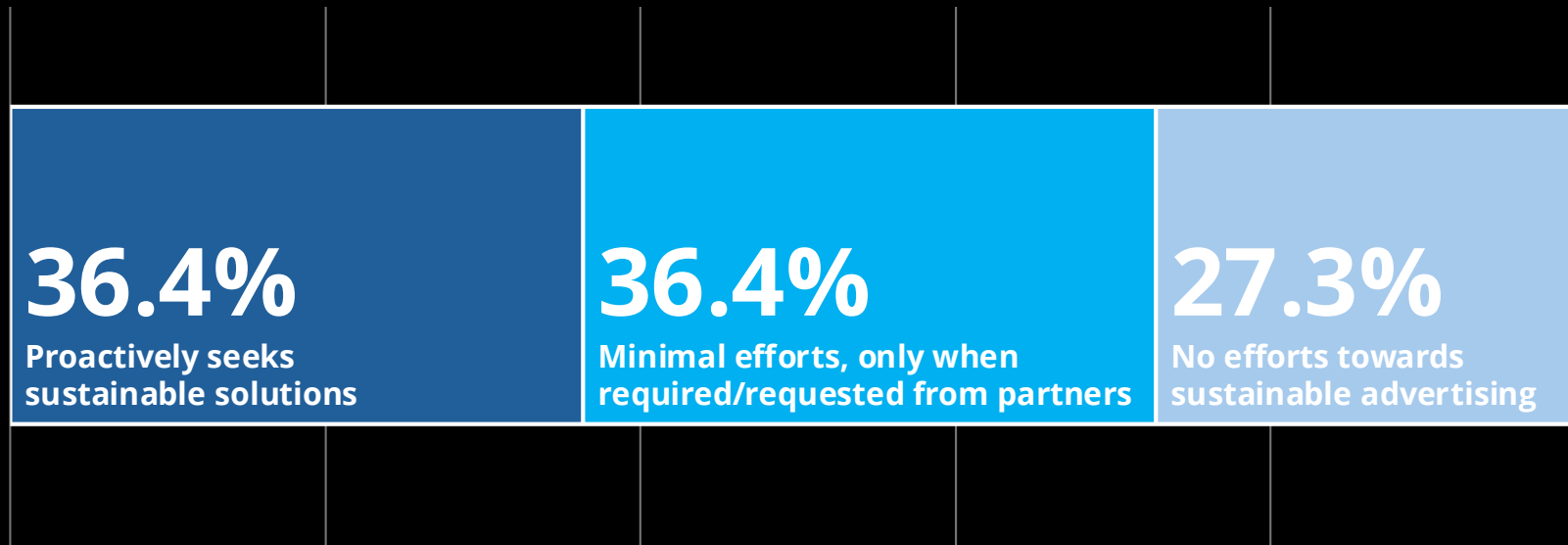
Q: Has your organization committed to any environmental sustainability goals related to digital advertising?



Industry gets an "F" for proactivity.

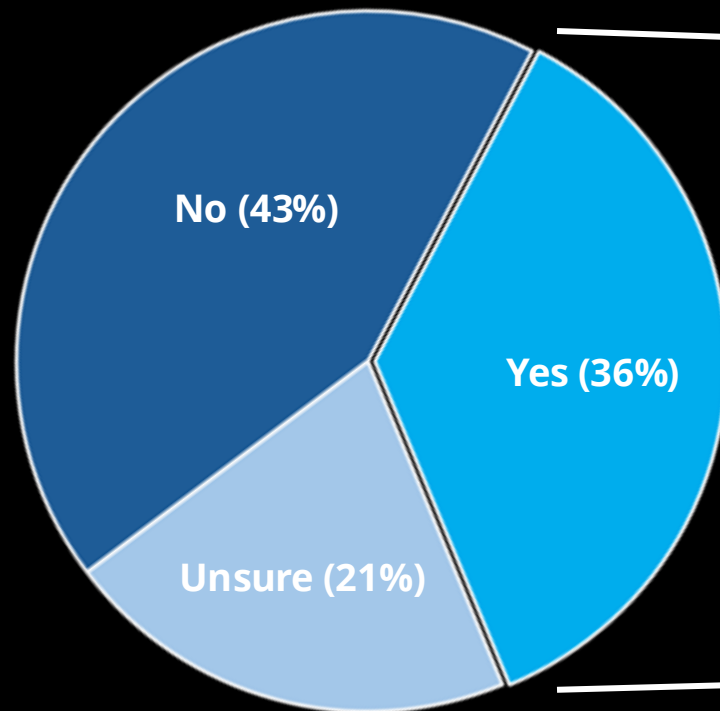
Only a third of the respondents are actively seeking sustainable solutions

Q: Which of the following best describes your organization's approach to sustainable (environmental) advertising?

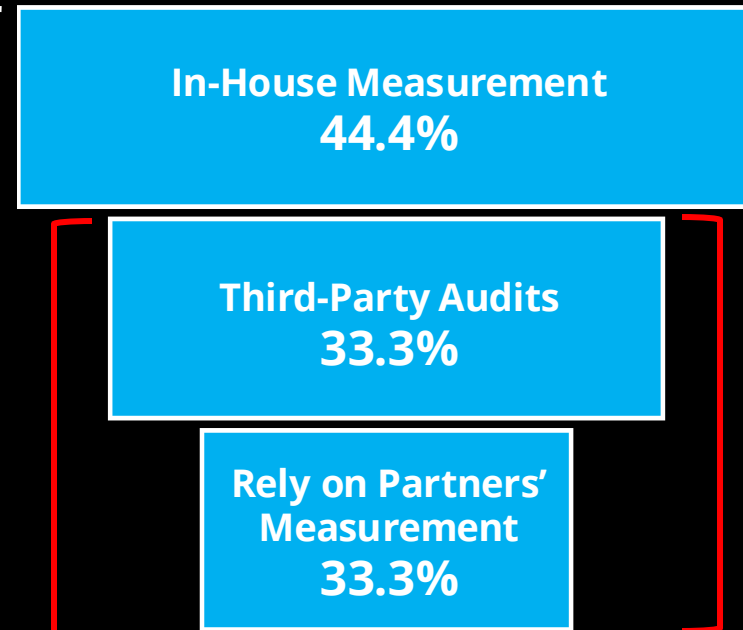


67% of organizations measuring carbon footprint leverage external checkpoints.

Q: Is your organization measuring the carbon footprint of its advertising activities?

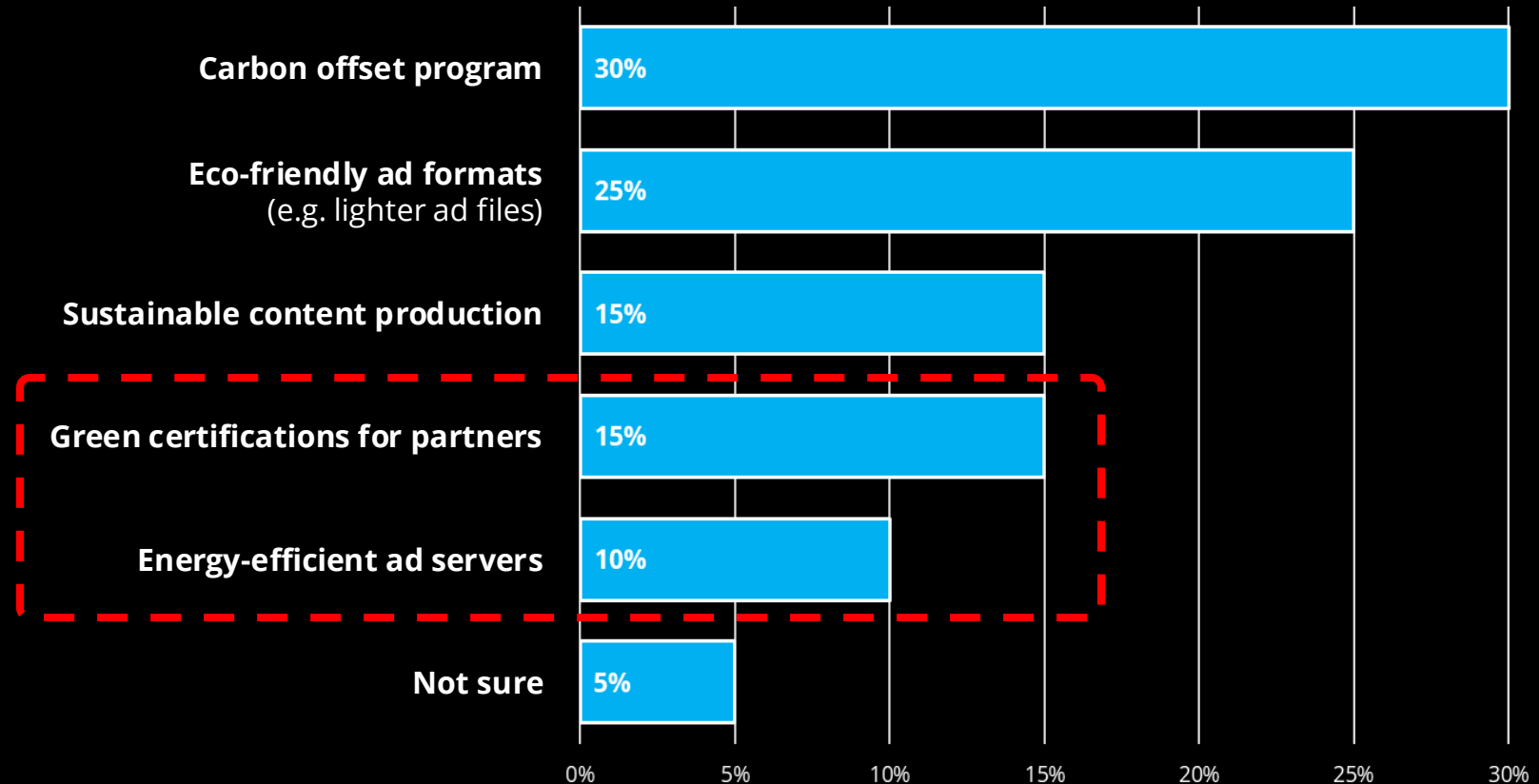


Q: How does your organization measure the carbon footprint of its advertising activities?



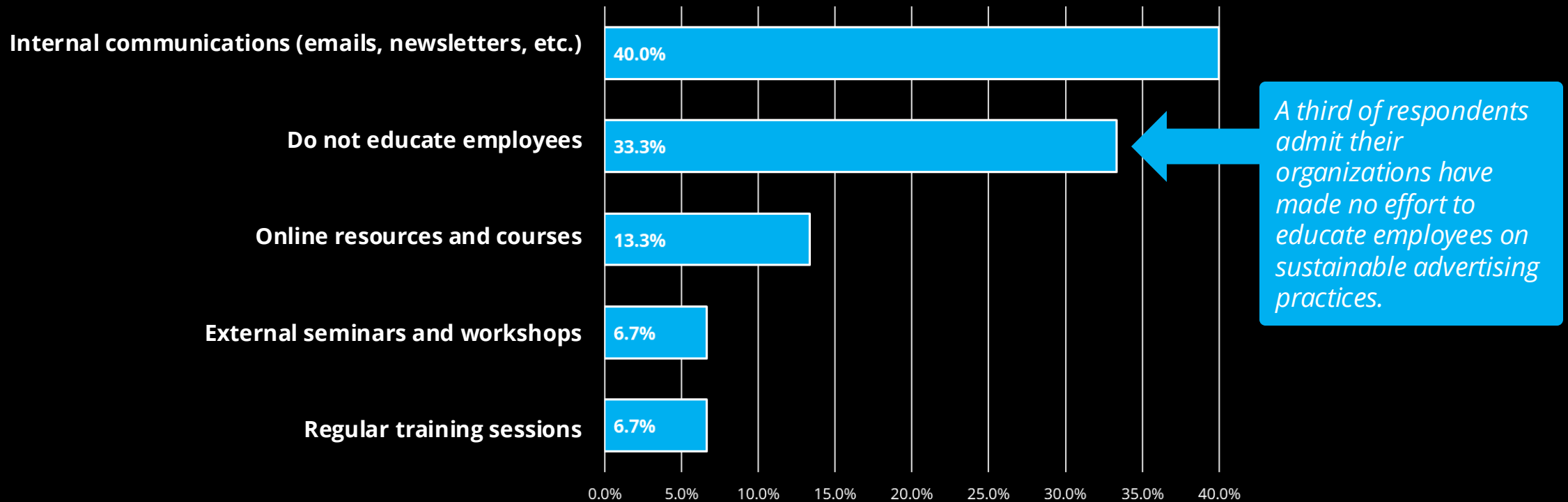
Industry adopts quick win solutions, leaving room for growth for high-impact, high-effort initiatives.

Q: Which sustainable advertising practices are most important to your organization?



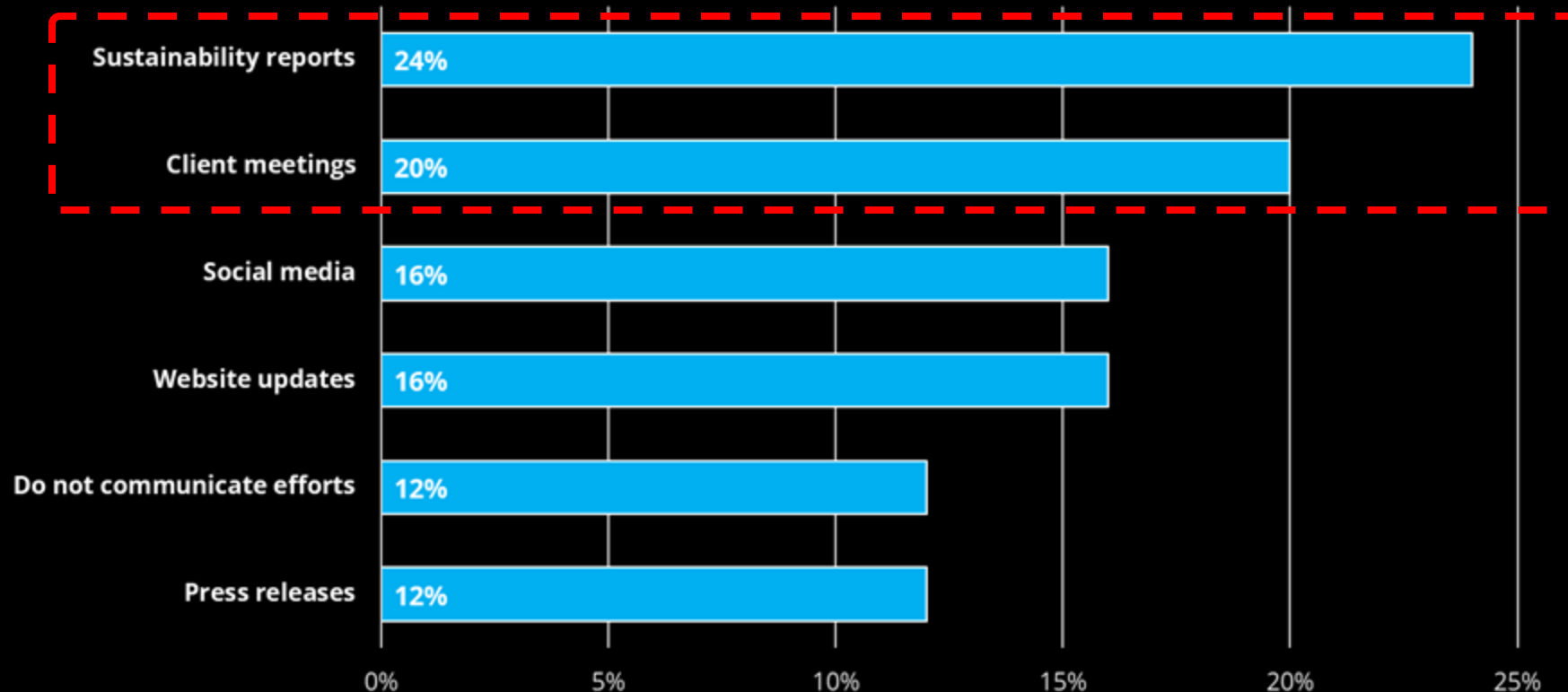
Many organizations favour internal communication for sustainability education in their workforce, others have yet to take any action.

Q: How does your organization educate its employees about environmentally sustainable advertising practices?



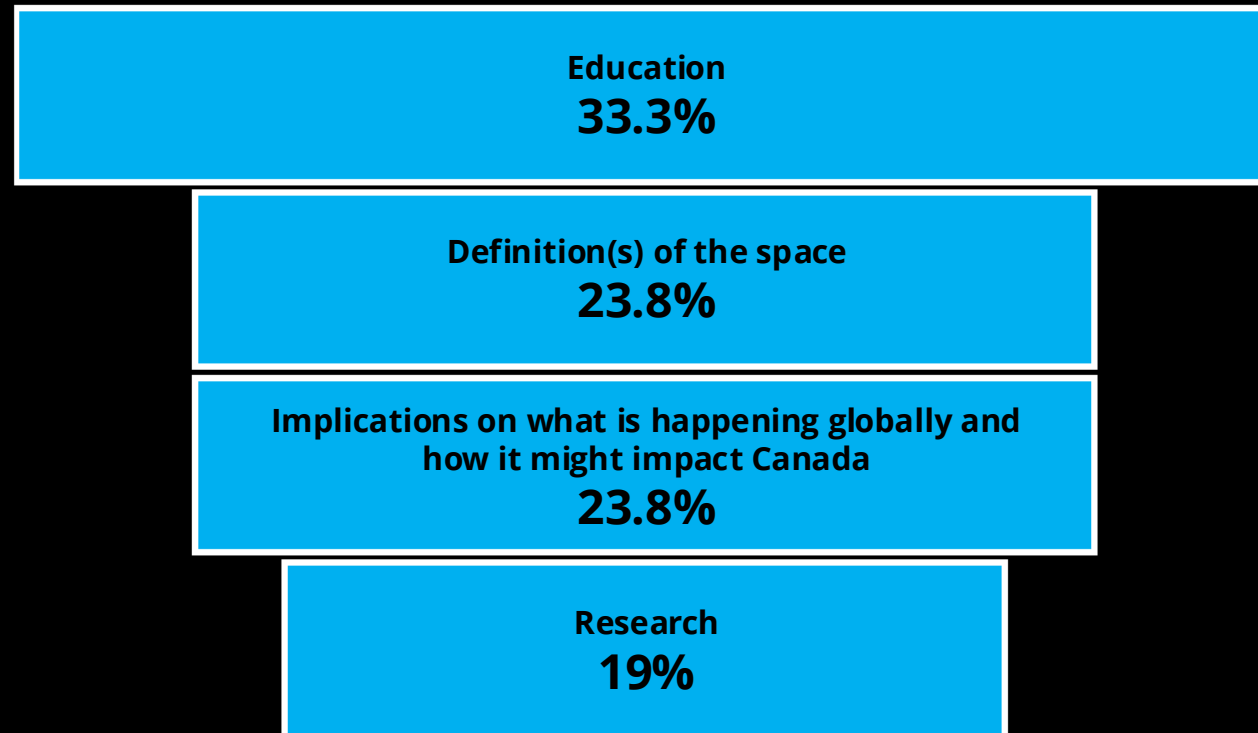
Organizations rely on sustainability reports and client meetings to drive awareness for their sustainability efforts.

Q: How do you communicate your sustainability efforts to stakeholders?



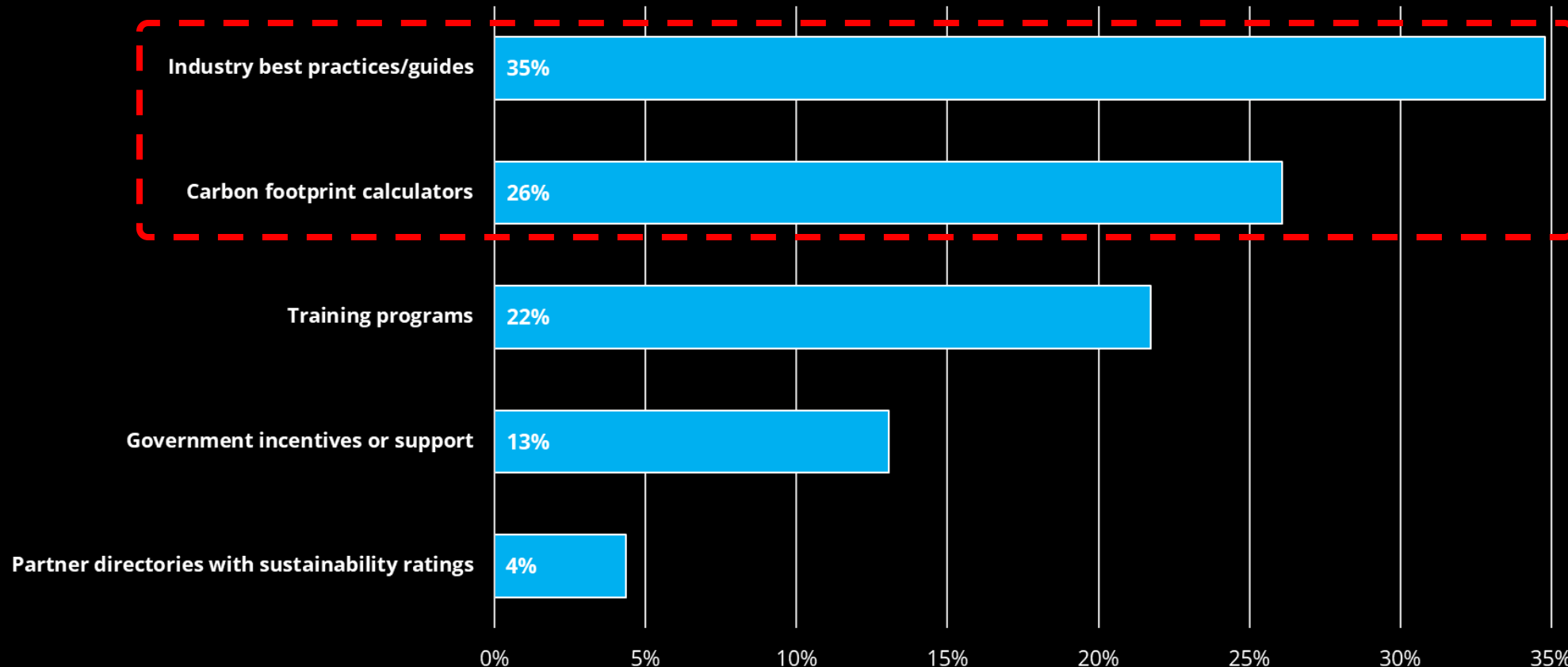
Industry seeks more educational resources on sustainable digital advertising.

Q: Specific to your environmental sustainability needs, what would you like to see more of?



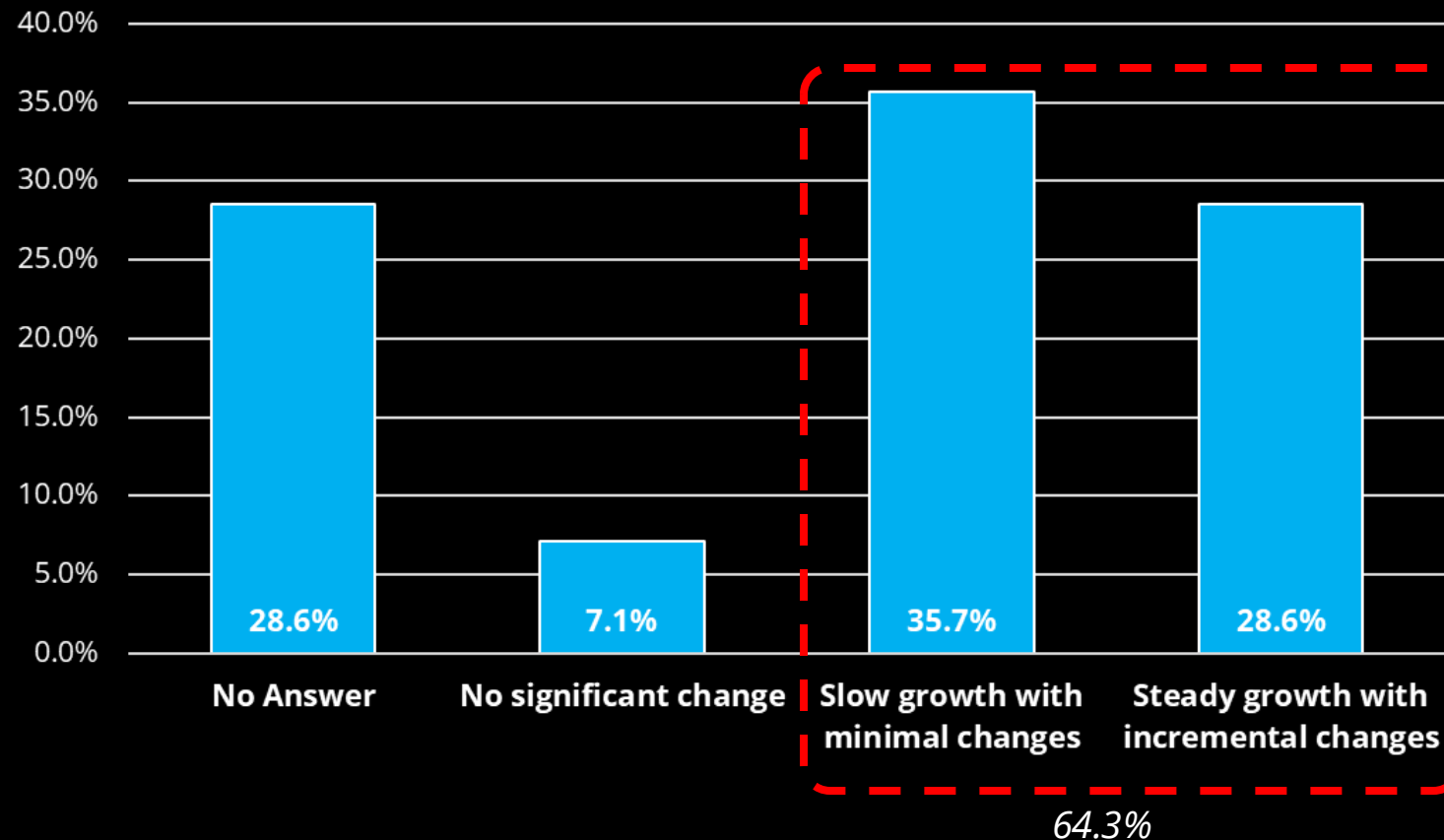
Industry calls for tools like best practices, guides and carbon footprint calculators to drive sustainable advertising.

Q: What tools or resources would help your organization improve environmental sustainability in advertising?



Industry continues to see growth in the future of sustainable advertising.

Q: How do you see the future of sustainability in the advertising industry?



Conclusion

While environmental sustainability is recognized as a priority, the lack of proactive initiatives and resources is limiting its progress. Despite these challenges, there remains a strong sense of optimism about the future of sustainable advertising.

IAB Canada can play a pivotal role by providing industry standard educational resources, actionable best practice and clear guidelines. Through industry collaboration, workshops or training sessions, organizations can better integrate sustainability into their operations.



Thank you for supporting IAB Canada
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