

# NET ZERO NOW



## CASE STUDY

### dentsu aotearoa

The dentsu group globally has some ambitious net zero targets for 2025. The dentsu Aotearoa office saw this as an opportunity to spearhead this ambition, using our size and agility to establish a sustainability practice, trialling solutions and processes that can be scaled to the wider group as a force for good.

## SOLUTION

Davanti implemented Salesforce Net Zero Cloud for dentsu Aotearoa considering all of the consumption data for the business' day-to-day operations. This data that was used to determine the carbon footprint for the business and was regularly updated as it became available over the year.

## OUTCOME

Reports from Net Zero Cloud immediately highlighted that there was high energy consumption at the Sale Street office, so the dentsu sustainability team sought more detailed data from the energy retailer. dentsu analysts were able to pinpoint that a significant amount of the energy consumption was outside of office of hours and compared this against other offices to determine the normal distribution of what energy consumption should be.

These insights allowed for controls and targets to be put in place for the building to reduce energy usage. It is early days, but already the building has seen an average reduction of 34% of energy use outside of office hours.

Having Net Zero Cloud implemented has allowed dentsu to regularly review its carbon footprint across the various data sources, and proactively implement initiatives with the aim of reducing our carbon footprint.

