

Green Media Benefit For Advertising Clients



Performance Plus Sustainability

True to our motto “Big impact. Small footprint.”, The Green - A40 helps brands engage with their audience through a green media platform that boosts positive brand associations. It amplifies green messages and reduces their ecological footprint at the same time.



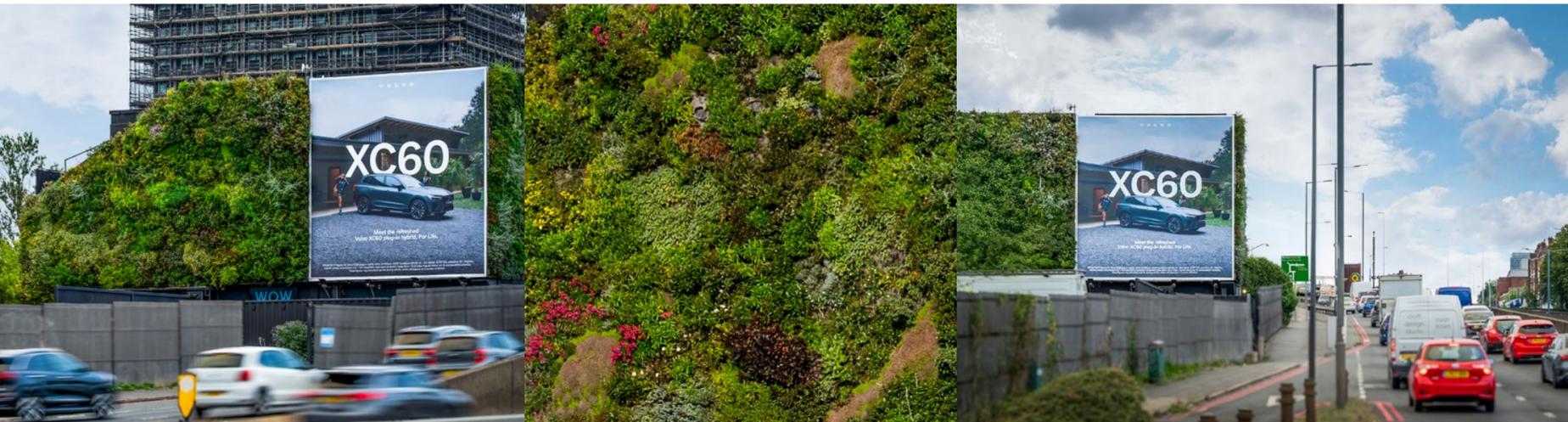
Verified Climate Benefit

Our Vertical Garden® is scientifically proven to improve air quality in a high pollution area. It reduces harmful air pollutants, binds carbon dioxide and produces oxygen, creating a measurable positive impact.



Offsetting Media Emissions

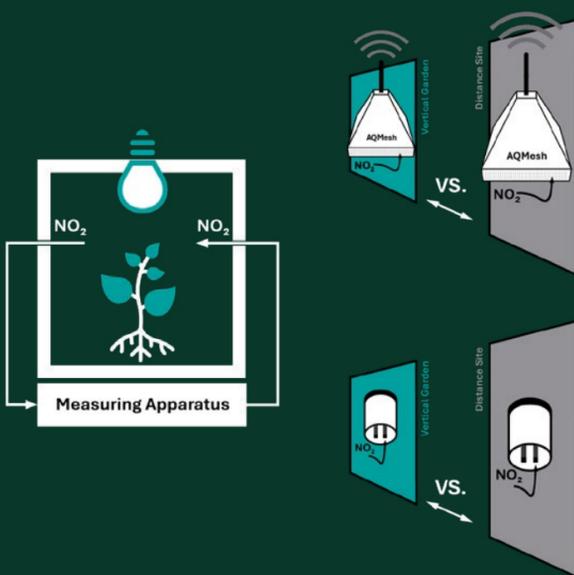
blowUP media UK uses sustainably sourced banner material that reduces up to 60% CO₂e compared to the previous material¹. The site is also illuminated with solar panels, lowering energy use. Any remaining emissions are offset through a Gold Standard² solar power and greening project.



Breathing Fresh Air Into The City

The Green – A40 is positioned on one of London’s busiest arterial routes into Central London, ensuring high visibility but also highlights the area’s pollution challenges. To help counter this, the advertising space is surrounded by a 131.3m² Vertical Garden® with more than 6,350 plants, creating an air-purifying façade.

blowUP media commissioned a study³ to scientifically prove the impact of the Vertical Garden® on urban air quality. Using a three-step approach consisting of lab tests, samplers and sensors, the research proved a measurable reduction of harmful nitrogen oxides and dioxides at the Vertical Garden®.



Overall NO_x Reduction⁴

28% lower NO_x (nitrogen oxides) concentration at the Vertical Garden® than the control site.

Overall NO₂ Reduction⁴

17.5% lower NO₂ (nitrogen dioxide) concentration at the Vertical Garden® than the control site.

Rush Hour Impact

30-50% reduction during rush hour.

Daily NO₂ Uptake⁴

8.8g of NO₂ absorbed by plants each day.

This makes The Green - A40 a lighthouse project for healthier, greener and more liveable cities!



Additional Benefits

Binding Carbon Dioxide & Production of Oxygen

6,350 plants absorbing approximately 1.3t carbon dioxide annually, generating approximately 0.36t of oxygen in return.¹

Cooling of Temperature

Absorbing sunlight, cooling down the air by up to 3°C.⁵

Insulation

Acting as natural insulators, creating energy efficient buildings.

Biodiversity

Creating a habitat for insects, bees and birds.

Reducing Noise Pollution

Reducing street noise by absorbing sound.

Improved Aesthetic

Creating a refreshing and attractive scene amid urban landscapes.

Increased Wellbeing

A green environment has a positive influence on people's psyche.



Awarded Silver
at the 2025 FESPA
Awards



Acting Sustainably. In Line With The SDGs.

Our Vertical Garden® The Green - A40 actively contributes to 6 of the 17 UN Sustainable Development Goals. The SDGs promote sustainable development in the environment, society and the economy by 2030. They serve blowUP media as a strategic framework for ecological responsibility, social impact and innovation along the entire value chain.

SUSTAINABLE DEVELOPMENT GOALS



blowUP media®

Big impact. Small footprint.

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¹ CO₂e and O₂ calculations are scientifically modeled data provided by [natureOffice](#). Since 2007, natureOffice has been helping companies to record their greenhouse gas emissions transparently and to implement effective environmental measures – using tested methods and certified standards.

² The [Gold Standard](#) was developed by the World Wide Fund for Nature (WWF) together with other organisations and is considered one of the strictest and most recognised certification systems in the world. It ensures that carbon offsetting projects are measurable, additional, permanent and socially and ecologically sustainable.

³ Study conducted from 03 – 08/2025 by Dr. Jan Serode (qualified architect and expert in innovative façade systems within urban environments), in collaboration with a renowned German Research Centre, AQMesh (UK) and Passam AG (Switzerland).

⁴ The study examined nitrogen monoxide (NO), nitrogen dioxide (NO₂) and the combined value of both components: nitrogen oxides (NOx). NOx are harmful traffic-related air pollutants that irritate lungs, reduce air quality and contribute to smog and respiratory diseases.

⁵ Prof. Dr.-Ing. Jörg Dettmar, Technical University of Darmstadt, Department of Architecture (2016): Report on facade greening.

Disclaimer:

As a subsidiary of the [Ströer Group](#), we are subject to the reporting obligation under the EU Corporate Sustainability Reporting Directive (CSRD). Our sustainability initiatives are an integral part of the Group-wide sustainability report.



blowup-media.com