



WELCOME TO PATHWAY TO PROGRESS 2024

Ad Net Zero Ireland Sustainability Summit



Dublin May 1st 2024



AD NET ZERO
ALL FOR NONE



Matt Bourn
AA

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Sustainable Advertising

How advertising can support a better future



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Director of Communications,
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www.sustainableadvertising.uk



Question 1.

Do you believe
climate change is real?



Question 2.

Have you experienced an
'extreme' weather event?



Question 3.

Do you want to help make our industry more sustainable?

“

We're saturated with advertising day-in, day-out, and it has long been a force for excessive consumption. It's a very welcome call to action for all advertisers with a green conscience.

”

Toby Park,

Head of Energy and Sustainability,
The Behaviour Insights Team, UK

“

If we're to truly address the climate and biodiversity crises, we'll need to upend the culture of consumption stoked by the Madison Avenues and High Streets of the world.

”

Joel Makower,

Chairman and Co-founder, GreenBiz Group

“

The advertising industry doesn't have a pretty track record, too often shaping demand for a stream of unsustainable products. It's a total transformation that must happen - and fast.

”

Harriet Lamb,

Chief Executive, WRAP
(Waste & Resources Action Programme)

“

Advertising has a powerful influence on how people behave and this is as relevant to climate action as it is to consumer trends.

”

Bill Wescott,

Managing Partner, BrainOxygen



Our Manifesto

To change the way we work and
the work we make

01

The people in our company/team will work in support of a **sustainable future**.

02

We will become **climate aware** and **sustainability literate** (and do what we can through training and peer support to help make this happen)

03

We will do all we can to **avoid greenwash**, however unintentional it might be.

04

We will never seek to delay or confuse the **action needed to tackle climate change**.

05

We will make sure that **all claims** about sustainability are **evidenced** by the best science available.

06

We will **set targets** (scopes 1–3) aligned with the Paris Agreement to help tackle climate change.

07

We will take every action to **decarbonize** advertising emissions – operational, production and the media supply chain – **as fast as possible**.

08

We will develop expertise in **sustainable behaviour** change, understanding how best to lead citizen behaviour change at scale

09

We will create advertising that helps people **live in sustainable ways** (and seek to proactively support all regulatory efforts in support of this).

11

We will help **create and support** the jobs and livelihoods which make up a **sustainable economy**.

10

We will **redefine creative excellence** as the best work in service of a sustainable future.

12

We will work to monitor, measure, understand and account for the **impact** of our **work on the planet**.

The logo features the word "sky" in a lowercase, sans-serif font, followed by a large, stylized "0" that has a small gap at the top, resembling a zero or a stylized letter 'o'.

sky0

FOOTPRINT FUND



What now?

www.sustainableadvertising.uk

campaign

AD NET ZERO 

awards

CAMPAIGN AD NET ZERO AWARDS: GRAND PRIX WINNERS

ITV/eBay/Love Island

Challenge

The fashion industry produces 100 billion new garments every year, 100,000 of which are sent to landfill every five minutes.

Brief

Persuade Gen Z and Millennial shoppers that second-hand clothes are stylish and relevant to reduce the 300,000 tonnes of clothes that are burned or buried in the UK every year.

Solution

eBay become the show's first-ever "pre-loved" fashion partner. Islanders were provided with a wardrobe of second-hand clothes, demonstrating how stylish pre-loved can be.

Execution

- Re-framed second-hand clothing as 'pre-loved'.
- Used celebrity influence to engage with audiences and change perception of second-hand clothes.
- Took a niche behaviour, normalised it and made it aspirational.



Results

1

Searches for 'pre-loved fashion' rocketing by an astonishing 7,000%.

2

756% more Google searches for 'eBay pre-loved clothes' and 660% for 'pre-loved' month-on-month.



Adopt our manifesto

www.sustainableadvertising.uk



Review our checklist

www.sustainableadvertising.uk

01

Summon your courage. Ask for a strategy review to ensure climate change, bio-diversity loss and the circular economy are fully embedded. Are all stakeholders considered? Will it succeed commercially by solving some of society's challenges rather than create them?

02

Establish a climate action plan. Your plan should have science-based targets in line with the Paris Agreement and be published publicly with annual progress reports. Insist on one being developed if not in place. Every company in your business ecosystem should do the same

03

Train everyone in your company. Equip people with knowledge about climate change and the fundamentals needed to make advertising more sustainable. Help them understand the language, the developments in policies and regulations which will impact the way we work, and the context.

04

Avoid greenwashing at all costs. There is no excuse for greenwashing, however unintentional it might be. Train yourself and your teams on the rules around promoting environmental claims. Stay up to date on these rules as they change over time.

05

Take practical action now. Tackle your operations immediately to reduce GHG (Greenhouse Gas) emissions. Switch to renewable energy suppliers and significantly reduce business flights - these are the two biggest causes of operational emissions.

06

Decarbonize ad production. Track, measure, report and reduce the emissions involved in your advertising production. Make the most of the knowledge and tools available from initiatives like AdGreen and Green The Bid.

07

Decarbonize your media plans. Take immediate action to implement the recommendations by Ad Net Zero/WFA/GARM and IAB Tech Lab to decarbonize your media plans. Prepare to engage with a global data framework.

08

Support decarbonization efforts. Practical steps are being taken by media and tech companies in the supply chain to decarbonize their operations. Develop an effective framework which allows you to reward and invest in those leading the way.

09

Add sustainability criteria to awards. If you run any type of advertising industry awards scheme, include sustainability criteria around the operations, production and distribution of the work, and around the objective and evaluation of the campaign's success.

10

Think about your events. If you run an advertising industry event, consider every way you can reduce environmental impact without reducing the quality for your attendees (in-person and online). Make sure you access knowledge and tools from the likes of isla.

11

Stay informed. Familiarize yourself with, and stay on top of, the critical geopolitical developments around climate action – these will shape the industries, markets, and future client companies that the advertising industry serves.

12

Support big citizen behaviour change. Understand where the changes are required to support a sustainable future. Ask, what role does the business I am producing work for have in this change? How we can support and encourage rapid scale behaviour change in a responsible way?

13

Understand the levers to pull. Consider positive framing, how to highlight personal benefits and how sustainability messaging works best alongside factors such as pricing and ease of access, all to help people make the better, more sustainable choice.

14

Learn from others. Keep connected to experts in climate science, nature, or circularity to help keep your understanding current. Regularly look for best practice and the work recognised as good by the industry. How can you go one better than competitors?

15

Measure commercial and sustainable success. Ensure every campaign is measured in two complementary ways – its commercial success (as it always has been) but, in addition, its sustainability success (with a series of new metrics in play). Are you making the big brands better and the better brands bigger?

16

Create a sustainable talent strategy. Many of the best people will be motivated to work on campaigns where success includes a sustainable outcome. Don't be a second-choice employer. Bring your incentive scheme into line with commercial and sustainability metrics.

Thank you

Let's change the way we work
and the work we make.



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