

Leading Change: How advertising can support a better future

Sebastian Munden



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**Is your company
acting quickly
enough on climate
change and
sustainability?**



A clear destination: A sustainable economy by 2050

- The Climate Change Act 2008
- The European Climate Law 2021
- Inflation Reduction Act 2022

Two options: your choice

01

Put off:
Stay in the pack

02

Get ahead:
Strategic advantage

Strategy:

From PEST to PESTLE

P

Political

E

Economic

S

Social

T

Technical

L

Legal

E

Environmental



**Where to play
and how to
win**

**Where to play
and how to
win
sustainably**

**Sustainability
Action
Plan**



**Is your company
acting quickly
enough on climate
change and
sustainability?**



What can the ad industry do about it?



**All change starts
with a moment
of leadership...**

This is our moment

“

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

“

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)

“

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

“

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

Help is at hand for those who make the choice



Ad Net Zero Action Plan

Action 01

Reduce emissions from
company operations

Action 03

Reduce emissions from
media planning & buying

Action 02

Reduce emissions from
advertising production

Action 04

Reduce emissions through
awards & from events

Action 05

Harness advertising's power to
support behavior change

Ad Net Zero



Training



Tools



**Sharing
Experience**



Future proof your business: Set it up for sustainable success





**So advertising
can do what
great advertising
has always
done...**

Powerful campaigns that shape popular culture



Helping people see *better*



Normalising the new choices

gm & NETFLIX PRESENT:

EVs ON SCREEN

USING THE WORLD'S BIGGEST STREAMING PLATFORM TO NORMALIZE EVs EVERYWHERE



EV

GM STOCK UP 6%
AS SOON AS ANNOUNCED

EV SALES UP 45% IN Q1

CADILLAC LYRIQ	CHEVY SILVERADO EV	GMC HUMMER EV
160%	6,970%	1,374%

TRAFFIC INCREASE ON EDMUNDS.COM

"The #1 Most Effective Super Bowl Ad of 2023"
Forbes

"The Best Team Up"
npr

A Super Bowl launch with Will Ferrell, Netflix top shows, and EVs from 3 different GM brands.

And socialising sustainable behaviours



Solving problems with fresh thinking

the solution

electric car drivers

Renault presents

Plug Inn

people's home chargers

The Airbnb for plugs.
A peer-to-peer app that connects electric car drivers with other people's home chargers.

Presenting all kinds of personal benefits



Delivering better results for everyone





Thank you

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

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