



Sustainability: the new digital





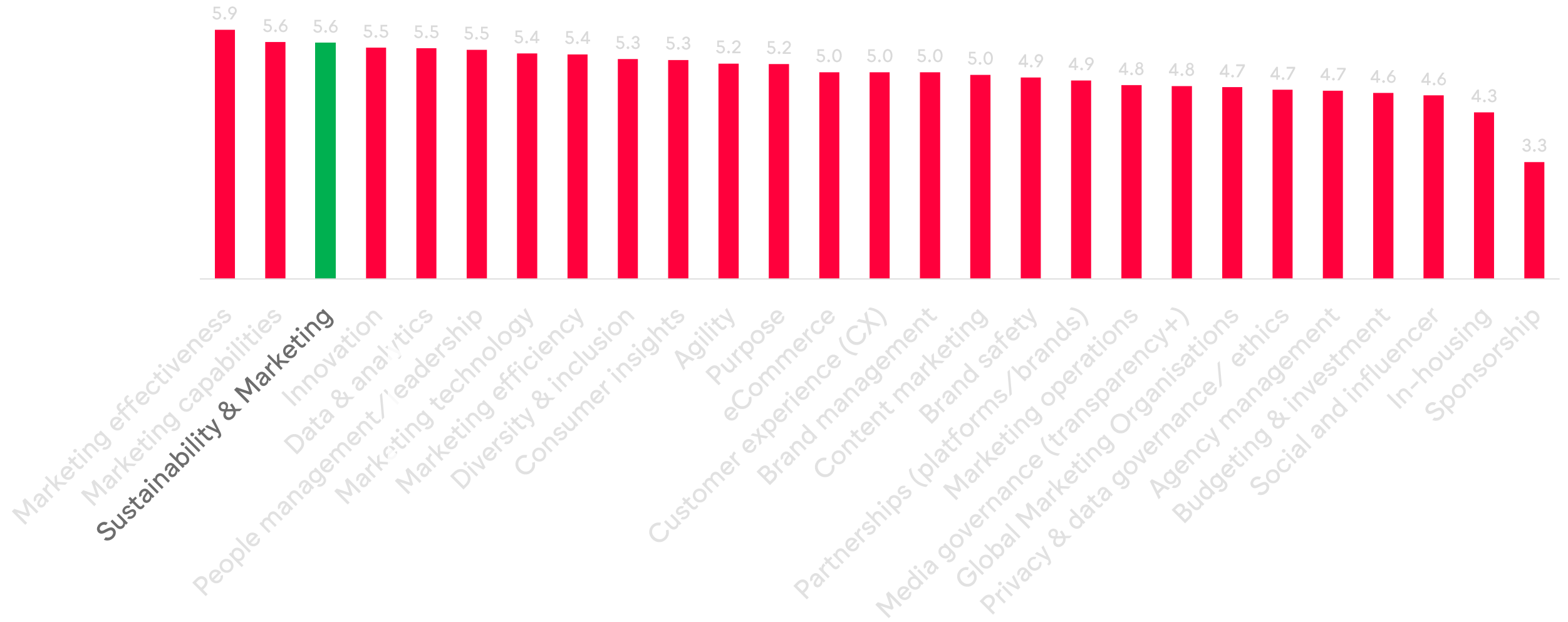


Some of our stakeholders





A new top priority for global marketers



Q. Please rate the following issues based on how important they are to you in 2022 (shows weighted average on 1-7, 7 being highest)

Source: WFA Online member survey. Date: Dec '21; Universe: 309 respondents; Base Global-remit marketers: 65 respondents

Malnutrition Facts

Up to 88% of US adults don't meet the daily fruit intake recommendations.

1.7 million of deaths worldwide are attributable to low fruit and vegetable consumption.

#ChangeTheFacts
SunshineForAll.com





Malnutrition Facts

In New York State,
food makes up about 18% of
all waste.

Meanwhile, 1 in 6 children
in the state face food insecurity.

#ChangeTheFacts
MalnutritionFacts.com



Sustainability means different things around the world



...as it does for marketers

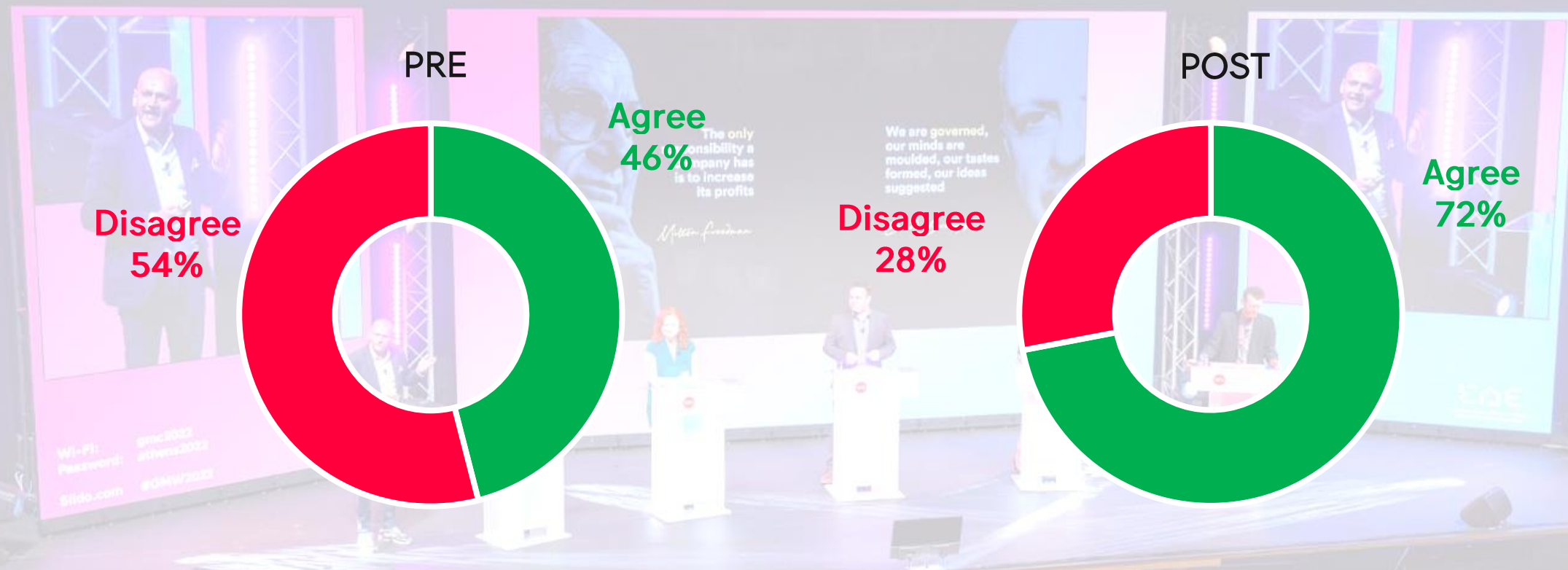




The big debate: marketing today is incompatible with a sustainable future



The big debate: marketing today is incompatible with a sustainable future



Source: Pre and post of 850 marketers during WFA's Global Marketer week Athens April 2022



Commit

to being a part of, and a champion for, the global Race to Zero campaign, and encourage your marketing supply chain to do the same



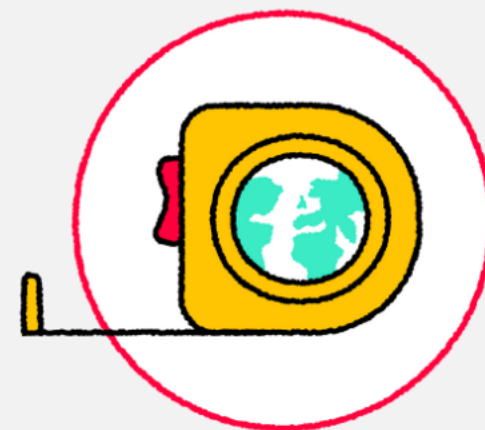
Scale

the capability of marketing organisations to lead for climate action, by providing tools and guidance for your marketers and agencies



Harness

the power of your marketing communications to drive more sustainable consumer behaviours



Reinforce

a trustworthy marketing environment, where sustainability claims can be easily substantiated so that consumers can trust the marketing messages they are presented with



World Federation
of Advertisers

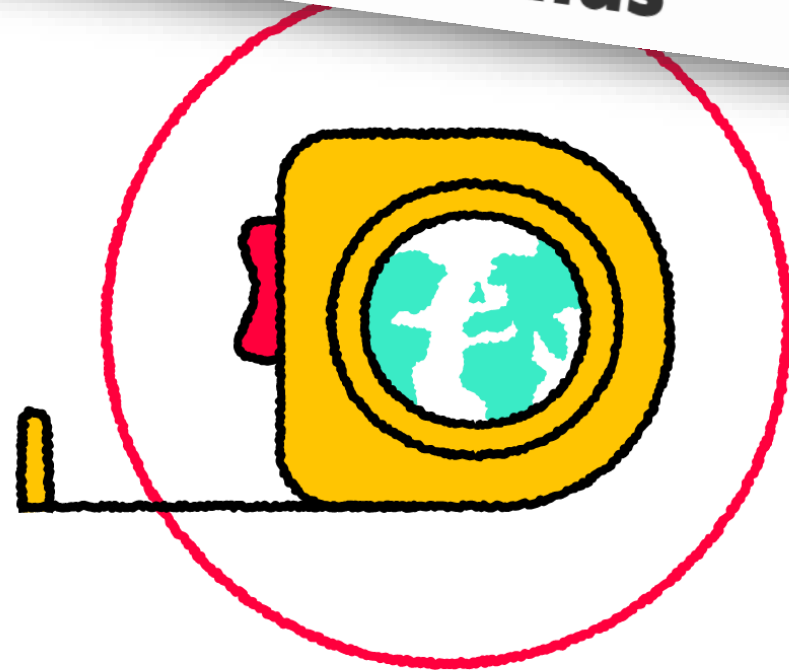
Global Guidance on Environmental Claims

In partnership with:



April 2022

**World Federation of Advertisers
issues landmark 'greenwashing'
guidance to brands**



Global environmental principles



1. Clarity – don't mislead



2. Robust evidence



3. Make evidence easily accessible



4. Based on full life-cycle



5. Fair comparisons



6. Respect law, regulations and codes



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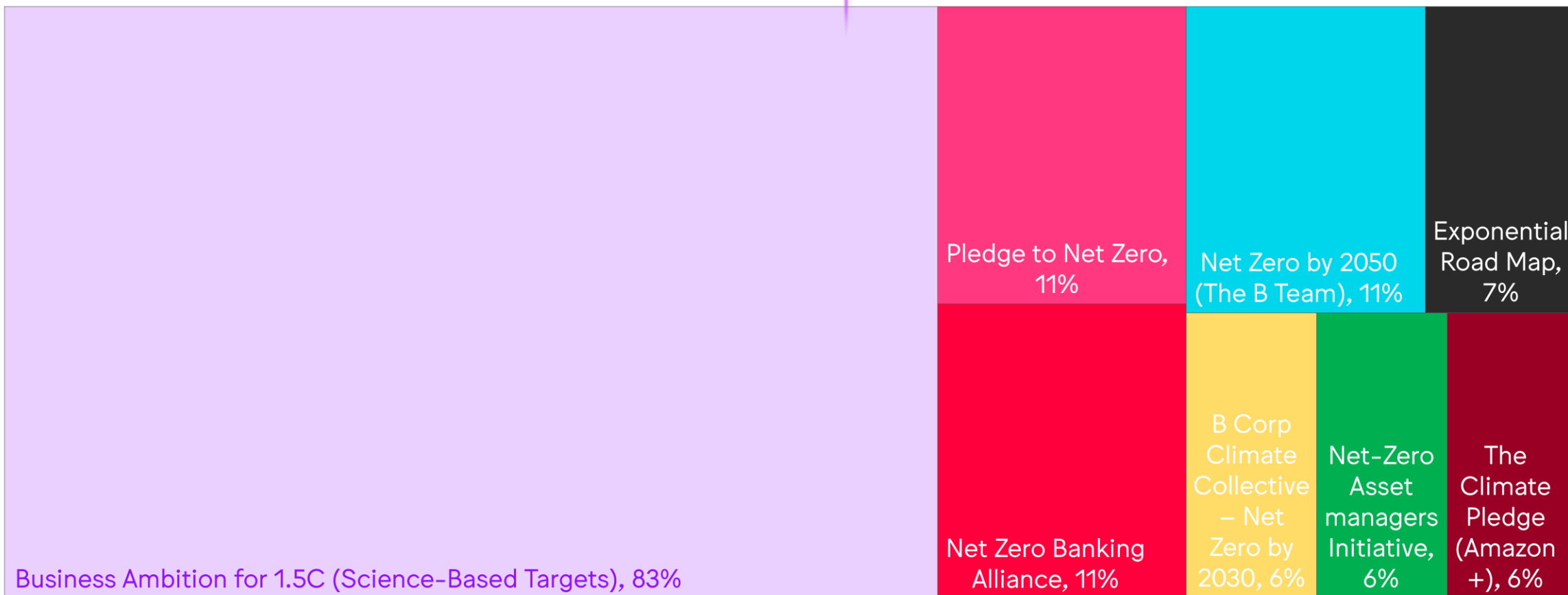


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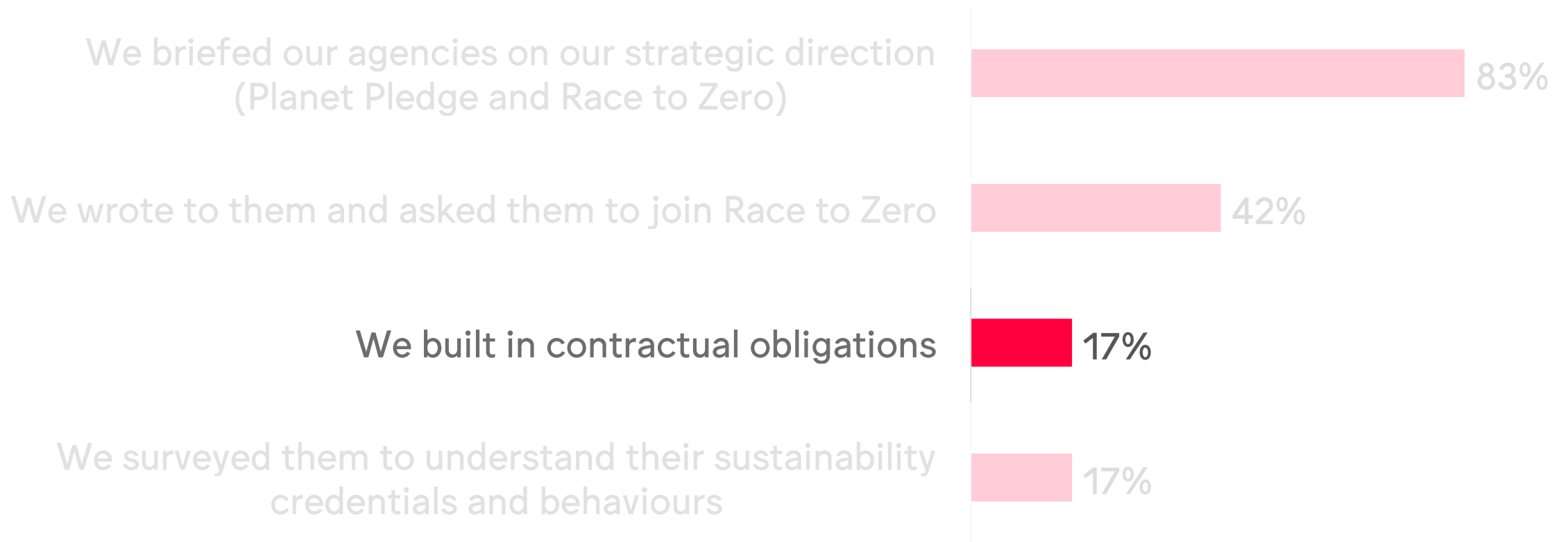
RACE TO ZERO



Already impacting clients



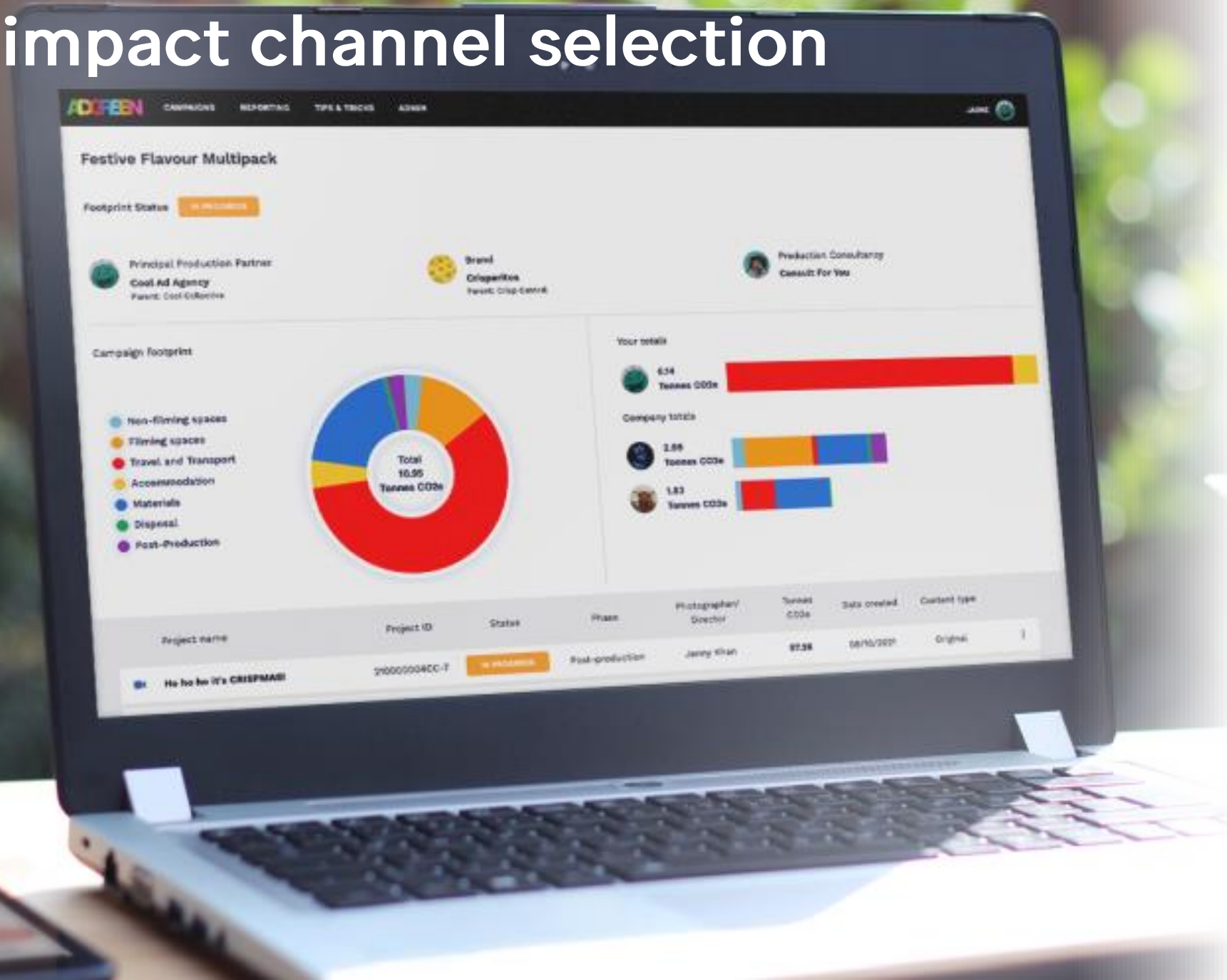
Increasingly impacting agencies....



Q: how Have you encourages your partners across the marketing supply chain to join the Race to Zero?

Source: WFA online survey amongst incumbent signatories. Date: (update) April 2022

...will impact channel selection



Impacts everyone



The opportunity...

1. Lead by looking at everything through a sustainability lens
2. We can all become solutionists (but beware greenwash)
3. Collaborate –support AdNetZero, join the UN's Race to Zero



**“Saving our planet is now a
communications challenge”**

Sir David Attenborough



Credit: Karwai Tang / UK Government



Thank you

wfanet.org

[linkedin.com/in/dreblow](https://www.linkedin.com/in/dreblow)





WORLD
OUT OF HOME
ORGANIZATION

TORONTO CONGRESS 2022 MAY 25 - 27

Connect, Celebrate and Elevate the World of Out of Home