

AD NET ZERO

GLOBAL SUMMIT

9 & 10 NOVEMBER 2022 - LONDON & ONLINE

Advertising's response to the climate emergency





INTRODUCTION

The Ad Net Zero Global Summit returns this November, bringing together the world's advertising professionals to examine how our industry can help tackle climate change.

This year's Summit will be broadcast live from Park Village in London to an international audience and Ad Net Zero supporters can also attend in person.

The Summit will include contributions from the American Red Cross, Nestlé, Reckitt, Woolmark, Meta, Google, Havas, McCann, GroupM, IPG, Kantar, Publicis, dentsu, the WFA, LIONS, ASA, EACA, international non-profit ACT Responsible and many, many more in a packed two-day-long agenda.

The Summit will also showcase brilliant work shortlisted for the Campaign Ad Net Zero Awards which celebrate the advertising industry's best work helping to build a net zero economy.

The programme covers a stimulating mix of thought leadership, inspirational work and practical tips and guidance, offering something for anyone who works in advertising across brands, agencies, media owners and tech companies. All content will be recorded and available on our YouTube channel after the event.

The Summit will offer fantastic networking opportunities to both those joining online and those in person at the venue. Online users will be able to take part in live Q&A, chat with attendees and visit the virtual exhibition. In person attendees will be able to network with other UK supporters during the breaks and the drinks reception.

“ We are at a critical point in the battle against climate change, and everyone can help shift our industry to a more sustainable footing. This Summit will provide a focal point for sharing the very best knowledge and advice, as well as laying down the challenges ahead which we must face into and solve. ”

Seb Munden, Chair, Ad Net Zero

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SPEAKERS INCLUDE



Angie Gifford

VP EMEA,
Meta



Ganesan Amplalavanar

President Director,
PT Nestlé Indonesia



Karen Sauder

President, Global Clients and
Agency Solutions,
Google



Fabrice Beaulieu

Chief Marketing,
Sustainability and Corporate
Affairs Officer,
Reckitt



Jemma Gould

Chief
Sustainability Officer,
IPG



John Osborn

USA Director,
Ad Net Zero



Laure-Sarah Labrunie

Media Lead,
Nestlé



Jose Gorbea,

Global Head of Brands,
Agencies and Sustainability,
HP Graphic Arts



Sergio Lopez

Head of Global Production
Publicis Groupe



Caroline Holtum

Former
Communications Director,
COP26



Josh Lockwood

VP,
American Red Cross Climate
Crisis Group



Annie Smith

Head of Content –
Insight & Advisory,
LIONS

Please visit the [Summit event page](#) for the full list of speakers.



SPEAKERS INCLUDE



Seb Munden

Chair,
Ad Net Zero



Ella Gancarz

Freelance Producer



Steve Malkin

CEO,
Planet Mark



Deidre Smalls-Landau

CMO and EVP of Global Culture,
UM



Stephan Loerke

CEO, World Federation
of Advertisers



Justin Davis

Climate Change and
Environment Project Manager,
ASA



Jo Fenn

Founder and Project Director,
AdGreen



Nicolas Bordas

Vice President International,
TBWA Worldwide



Laura Sutphen

Managing Director,
Social Impact + Inclusion,
GOLIN



Tim Pritchard

Executive Director,
Joint Head of CREATE,
MGOMD



Emma Newman

CRO EMEA,
Pubmatic



Gideon Spanier

Editor-in-Chief,
Campaign



Gilbert Campbell

Founder & CEO,
Volt Energy Utility



Kieley Taylor

Global Head of Partnerships,
Managing Partner,
GroupM

Please visit the [Summit event page](#) for the full list of speakers.



DAY 1

09:30

Arrivals & Coffee

10:00

Welcome

- Seb Munden, Chair, Ad Net Zero
- Geeta Pendse, Journalist and Presenter

10:10

Advertising Environmental Claims Correctly

Join our experts for a close look at the rules and guidance on how to promote sustainable products and services correctly.

- Seb Munden, Chair, Ad Net Zero
- Justin Davis, Climate Change and Environment Project Manager, ASA
- Cecilia Parker Aranha, Director of Consumer Protection, CMA
- Jake Dubbins, Co-founder, Conscious Advertising Network

11:00

Coffee Break

11:30

How to Make Your Business More Sustainable

Hear from Campaign Ad Net Zero Award short-listed companies leading the way to make their own business models more sustainable.

- Sophie Bulcraig, Director, Buyer Development, OpenX
- Derek Moore, CEO, Coffee & TV
- Kate Waters, Director of Client Strategy and Planning, ITV
- Seb Munden, Chair, Ad Net Zero

12:00

Action 1: Getting Our House in Order

Advertising industry thinktank, Credos, shares the latest data and insights on UK advertising's operational footprint and how supporters are decarbonising the way they work.

- Konrad Shek, Director of Policy Research, Advertising Association
- James Best, Chairman, Credos

12:30

ACT Responsible + Mr Goodvertising

Advertising Community Together, an international non-profit that has united the advertising industry around social responsibility for more than 20 years, discusses advertising's best work in support of the environment with Mr Goodvertising.

- Isa Kurata, Co-founder, ACT Responsible
- Thomas Kolster, Founder, Goodvertising, Author & Speaker

13:00

Lunch & Networking

14:00

Climate Crisis in the US - Why We Need to Act Now

- John Osborne, USA Director, Ad Net Zero
- Josh Lockwood, Vice President, American Red Cross Climate Crisis Campaign

14:25

Keynote

A special keynote from the chairman and chief creative officer of Havas.

Mark Whelan, Chairman & Chief Creative Officer, Havas

14:50

Futureproofing Business in a Sustainable World

Advertising leaders address the challenge of how to put brands and their advertising partners on a more sustainable path around the world.

- Angie Gifford, VP EMEA, Meta
- Karen Sauder, President, Global Clients and Agency Solutions, Google
- Sergio Lopez, Global Head of Production, Publicis Groupe
- Aisling Ryan, Managing Partner, Sustainability, Ogilvy Consulting
- Stephen Woodford, Chief Executive, Advertising Association



DAY 1

15:20

Carbon Jargon Busting and the Race to Zero

Demystify jargon and gain an understanding of commonly used terms relating to net zero carbon and learn about the UN-backed Race to Zero campaign.

Steve Malkin, CEO, Planet Mark

15:45

Break

16:10

Action 2: Curbing Emissions from Advertising Production

Insights and expert advice on how carbon emissions and waste from ad production can be tracked, reported and ultimately reduced in the race around the world to make advertising practices more sustainable.

- **Nicolas Bordas, Vice President International TBWA Worldwide**
- **Ella Gancarz, Freelance Producer**
- **Jo Fenn, Project Director, AdGreen**
- **Traci Dunne, Global Director of Industry Relations, APR**

16:35

Action 3: Curb Emissions from Media Planning & Buying

Advertising leaders discuss the efforts to understand and report the carbon footprint of their advertising and marketing services campaigns.

- **Laure-Sarah Labrunie, Media Lead, Nestlé**
- **Kieley Taylor, Global Head of Partnerships, Managing Partner, GroupM**
- **Stephen Woodford, CEO, Advertising Association**
- **Fiona Lloyd, Global Client and Brand President, Carat**

17:00

Action 4: Curb Advertising Emissions Through Awards and from Events

Campaign Ad Net Zero Awards judges share learnings from reviewing the long-list of the first awards. What does good look like when reviewing advertising work through a sustainability lens?

- **Seb Munden, Chair, Ad Net Zero**
- **Julia Ramsay, Director, Supply Chain Risk and Resilience, PwC**
- **Caroline Holtum, Former Communications Director COP26**
- **Gideon Spanier, Editor-in-Chief, Campaign**

17:25

Action 5: Harness Advertising's Power to Support Consumer Behaviour Change

Enjoy a creative feast hosted by LIONS showcasing the most award-winning, creative work that champions sustainable developments and solutions to positively impact the world.

Annie Smith, Head of Content - Insight & Advisory, LIONS

17:50

Wrap up Day 1

18:00

Networking Drinks Reception, hosted by Meta



DAY 2

09:30

Arrivals & Coffee

10:00

Welcome to Day 2

Geeta Pendse, Journalist and Presenter

10:05

It's Time To Deploy Behaviour Change Campaigns

After presenting evidence to the House of Lords Environment Committee earlier this year, Matt Bourn reflects on the subsequent report, the clarion call from the Lords for behaviour change campaigns to help tackle the climate crisis and the way our industry can respond.

Matt Bourn, Communications Director, Advertising Association

10:25

How Brands can Deliver on Corporate Sustainability Objectives and Drive Behaviour Change

Google and Ipsos will present the results of their combined research.

- **Gerald Breatnach, Head of Strategic Insights, UK, Google**
- **Jessica Long, Head of Sustainability, Ipsos**

10:55

Coffee Break

11:20

How to Empower Others to Become More Sustainable

Hear from Campaign Ad Net Zero Award short-listed companies who are using their platforms to help businesses and people be more sustainable.

- **Tim Pritchard, Executive Director, Joint Head of CREATE, MGOMD**
- **Amelia Hewitt, Customer Insight Lead, NatWest Group**
- **Sarah Jones, Director of Planning, Sky Media**
- **Seb Munden, Chair, Ad Net Zero**

11:50

Is Sustainable Media Planning Achievable or Just a Pipedream?

In a fragmented, increasingly complex media environment, the value of media planning and activation has never been higher. Why is it important to focus on sustainable media investment and how does one do this in practice?

- **Emma Newman, CRO EMEA, PubMatic**
- **Laura Wade, VP, Head of Sustainability, Essence**

12:15

No to Waste and Yes to Taste – How Unilever and Mindshare's Campaign Aims to Change Consumer Behaviours

Join this exclusive session with Unilever, Mindshare and Purpose Disruptors to discuss the 'Cook Clever Waste Less' campaign, the first sustainability-led ad-funded programme in the UK for Hellmann's.

- **Rachel Chambers, Senior Marketing Manager Hellmann's, Unilever**
- **Becky Power, Executive Creative Director, Mindshare.**
- **Rob McFaul, Co-founder, Purpose Disruptors**

12:40

Lunch & Networking

13:40

Confronting the Climate Emergency: How can the Media do Better?

- **Julie Richards, Director of Sustainability and Operational Transformation**
- **Imogen Fox, Director of Advertising, The Guardian**



DAY 2

14:05

Why Sustainability is Central to Brand Success

Consumers are now taking control of the marketplace and looking for brands that embrace a new mindset and sensibility. Kantar's Sustainability team presents the latest insights from its latest research.

Sarah King, Senior Partner, Sustainable Transformation Practice, Kantar

14:30

Why Advertisers Must Care About COP27

Leaders from WFA and Reckitt in conversation about why COP27 is critical to advertisers around the world.

- **Stephan Loerke, CEO, World Federation of Advertisers**
- **Fabrice Beaulieu, Chief Marketing, Sustainability and Corporate Affairs Officer, Reckitt**

14:45

The Truth about Sustainability: One Year On

The McCann team revisit the findings of their global study on sustainability, showcasing brands and businesses that have harnessed creativity and human stories to create a better world for people, planet and profit.

- **Jaclyn Kaminski, VP, Global Director of Sustainability, McCann Worldgroup**
- **Nadia Tuma-Weldon, EVP Global Director of Thought Leadership McCann Truth Central**

15:10

Agencies' Roadmap to a More Sustainable Future - A view from Europe

Hear about upcoming regulatory trends and initiatives around sustainability in Europe and why agencies play an essential role to enact consumer behaviour change.

- **Christian de la Villehuchet, President and Alexis Bley, Public Affairs Manager, EACA**
- **Caroline Darmon, VP, French Association of Communications Agencies**
- **Saša Leben, VP, Slovenian Advertising Agencies Association**

15:35

Break

16:00

How to Set up Ad Net Zero in Your Country

Ireland was the first territory to set up Ad Net Zero outside of the UK. How did they go about it, and what advice would they give other countries looking to fast-track a more sustainable approach to advertising operations and practices?

- **Elizabeth Sheehan, Independent Marketing & Sustainability Specialist**
- **Abi Moran, CEO, Folk Wunderman Thompson**



DAY 2

16:25

Environmental Justice: How Equity and Inclusion Intersect with ESG

IPG and their associates in discussion around the hot topic of environmental justice and the intersection with equity and inclusion, based on the results of recent research.

- **Jemma Gould, Chief Sustainability Officer, IPG**
- **Laura Sutphen, MD, Social Impact + Inclusion, GOLIN**
- **Gilbert Campbell, Founder & CEO, Volt Energy Utility**

16:50

From Urgency to Opportunity: Why Marketers in APAC Need to Take Action to Drive Sustainability

Facing massive projected growth and catastrophic impacts of climate change, marketers in Asia find themselves at a nexus of need and opportunity. Leaders from dentsu APAC and PT Nestlé Indonesia, discuss solutions to the disconnects that lie at the heart of our challenges.

- **Dominic Powers, Chief Growth Officer Asia Pacific, dentsu**
- **Ganesan Amplalavanar, President Director, PT Nestlé Indonesia**

17:15

Keynote: Driving Consumer Behaviour Change

An exclusive keynote from HP Graphic Arts on how to positively drive behaviour change in consumers.

Jose Gorbea, Global Head of Brands, Agencies, and Sustainability, HP Graphic Arts

17:35

Wear Wool, not Fossil Fuel

Hear from the team behind Woolmark's global campaign that aims to educate consumers about the hidden impact of synthetic fibres on the environment.

- **Laura Armstrong, GM, Marketing Communications, The Woolmark Company**
- **Adam Booth, Managing Partner, Park Village**
- **Frances Docx, Strategy Partner, 20something**
- **Sil van der Woerd and Jorik Dozy, Co-founders, Studio Birthplace**

18:00

Closing Remarks

18:10

End of Summit





THANK YOU TO OUR AD NET ZERO GLOBAL SUPPORTERS





THANK YOU

TO OUR AD NET ZERO UK & IRELAND SUPPORTERS

UK SUPPORTERS

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 ADVERTISING PRODUCTION RESOURCES - APR
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