

# AD NET ZERO

## ESSENTIALS CERTIFICATE

Best practice in sustainability for advertising professionals

ADVERTISING  
ASSOCIATION

IPA

ISBA



# ABOUT THE AD NET ZERO ESSENTIALS CERTIFICATE

Ad Net Zero Essentials is a new qualification to help people working in the advertising and marketing services industries understand the climate crisis and the actions to achieve net zero emissions from the development, production and media placement of advertising by 2030.

Some 71% of those working in the UK advertising industry are worried about the negative impacts of our industry on the environment. This certification aims to empower individuals with the knowledge and practical skills to become genuine agents of change and positive action.

## Through 10 hours of online learning, participants will gain:

- An essential understanding of the climate crisis
- Appreciation of our industry's role to take positive climate action
- Techniques to measure the carbon emissions related to the work we produce across the advertising process and how to go about reducing them
- Provocation about what we can do as advertising and marketing services professionals to promote a more sustainable way of life
- Guidance on how to avoid greenwashing in advertising

## The course offers:

- Data and research in sustainability and advertising
- The latest real-world insights from industry leaders
- Examples of best practice work from companies from all over the world
- A range of content formats including interactive activities
- Quick quizzes at the end of each module to consolidate learning
- Practical tips and take outs to implement in our day-to-day work

## Who's it for?



### Professionals

This qualification is for anyone in the industry who wants to learn more about how to work in a more sustainable way and wants to be part of the change required by the sector in this critical decade for climate action.



### Companies

Encouraging completion of this course will demonstrate a company-wide commitment to action on the climate crisis as well as ensuring employees have an up-to-date understanding of the opportunities and challenges facing our industry on the path to net zero.



### Cross-companies

The course also aims to drive dialogue with agencies and clients alike to embed sustainable goals in campaigns across the industry.



# HOW THE COURSE WORKS

Learning is delivered via five modules to help participants understand the key concepts related to our climate future and where to seek out tools to enable them to act in their professional role and as a member of society. The course also offers further reading to deepen understanding of the topics, but this is optional.

## MODULE 01

### Climate fundamentals

Climate change, its history and current key legislation, policies, initiatives and organisations to be aware of.

## MODULE 02

### Ad Net Zero

A deep dive into Ad Net Zero, its origins, ambitions and the action plan needed to drive change through the UK advertising industry.

## MODULE 03

### Changing the way we work

A step-by-step guide to the actions we need to take as individuals and businesses, exploring the proportionality of impacts and decisions we make around all aspects of the way we work.

## MODULE 04

### Sustainable behaviour change

An introduction to the #ChangeTheBrief initiative, focusing on how the skills and influence of the industry can be applied to promoting sustainable lifestyles with practical ways to incorporate action into the creative process.

## MODULE 05

### Understanding the rules and regulations around greenwashing in advertising

A guide to the fundamentals of 'greenwashing' and how to actively avoid it in the work we produce, from basic understanding of good work practice to specific ASA rules that apply to misleading environmental claims.

The qualification culminates in an online 30-minute multiple choice exam. A digital certificate of completion and 1 x MIPA star is awarded to all delegates who successfully pass the exam.

# ESSENTIAL CERTIFICATE CONSULTANTS & CONTRIBUTORS

## Consultants

Alexander Cronin – Senior Environmental Management Consultant, Green Element  
Sera Holland – Co-Founder, The Fawnbrake Collective  
Tricia Duffy – Strategy Advisor, AdGreen  
Jo Coombes – Project Director, AdGreen  
Amelie Lambert – Communications and Sustainability Consultant

## Advertisers

Sebastian Munden – EVP and General Manager, Unilever UK & Ireland  
Margaret Jobling – Group Chief Marketing Officer, NatWest

## Agencies

Caroline Davison – Managing Director & Sustainability lead, ELVIS  
Rob McFaul – Co-Founder, Purpose Disruptors and #ChangeTheBrief advisor, Mindshare  
Pauline Robson – Managing Partner, MediaCom  
Dom Stevenson – Head of Production, Jump (Havas Media Group)  
Anuschka Clarke – Managing Partner, The7stars  
Natasha Allard – Senior Manager, Global Environment Strategy, dentsu

## Industry Bodies

James Best – Chairman, CAP and Credos  
Rachel Aldighieri – Managing Director, Data & Marketing Association  
Justin Davis – Copy Advice Executive, ASA  
Tom Merryweather – Complaints Executive, ASA  
James Ogilby – Senior Investigations Executive, ASA  
Ruth Piper – Complaints Executive, ASA  
Janet Taylor – Copy Advice Executive, ASA

## The IPA team

Indre Dragunaite MIPA – Head of Learning Technologies, IPA  
Louise Hinchliffe – Associate Director of Professional Development, IPA  
Michael Smith – Online Qualifications Content Developer, IPA

## The Ad Net Zero team

Stephen Woodford – Chief Executive, Advertising Association  
Matt Bourn – Director of Communications, Advertising Association  
Jan Sanghera – Project Manager for Ad Net Zero, Advertising Association  
Irene Gari Chia – Ad Net Zero Executive, Advertising Association



**“The pressing challenge of climate change requires a system-wide and fundamental response from our industry to change the way we work in order to change the work we make. This new training qualification arrives at the right moment for us to take responsibility as individuals to learn and put into practice techniques and approaches that are all geared towards positive climate action. I encourage everyone in our industry, from brands through to agency teams, from media-owner sales teams to ad tech providers, to take the time to achieve this qualification.”**

SEBASTIAN MUNDEN, EVP AND GENERAL MANAGER, UNILEVER UK & IRELAND

**“The sustainable transformation that businesses are making within the next 5-10 years requires our teams to have a foundational understanding of climate change, and the role that marketing plays in support of the shift to more sustainable consumption and lifestyles. We’re excited to roll out Ad Net Zero’s robust training qualification to our sales and marketing teams to equip them with this knowledge and enable them to be the best partner to our clients.”**

STEPHANIE LAMBERT, HEAD OF INDUSTRY, FMCG – FACEBOOK

**“As we work towards our own sustainability goals and encourage our advertisers to join us on the journey towards net zero, it’s vital that our teams have the knowledge to confidently engage with clients on this topic. Ad Net Zero’s pioneering training will provide this foundation, and by increasing awareness of climate change and the impact our work can make, will ensure we are developing advertising solutions that champion sustainability and encourage change.”**

VICTORIA ALLISON, CREATIVE DIRECTOR, COMMERCIAL, STV CREATIVE

# HOW TO SIGN UP

The training qualification will be available from 1 November on the IPA’s globally recognised CPD platform. The cost is set at £60 for Ad Net Zero Supporters and £120 for everyone else.

[SIGN UP →](#)

## ABOUT AD NET ZERO

Ad Net Zero’s mission is for immediate, collective industry action to help achieve real net zero carbon emissions from the development, production, and media placement of advertising by the end of 2030.

Set up by the Advertising Association, in partnership with the IPA and ISBA, Ad Net Zero launched its action plan in November 2020. The plan consists of five workstreams which aim to address emissions from every part of the industry, as well as use advertising’s positive influence to help shift consumers towards more sustainable behaviour.

[DOWNLOAD THE AD NET ZERO REPORT →](#)

For more information, get in touch: [adnetzero@adassoc.org.uk](mailto:adnetzero@adassoc.org.uk)

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