



AGENDA: 9 NOVEMBER

0930 Arrivals and Refreshments

1000 Welcome to the Ad Net Zero Global Summit

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

1010 Advertising Environmental Claims Correctly

A closer look at the rules and guidance available to promote sustainable products and services correctly.

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

1100 Refreshment Break

1130 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
- Kate Waters, Director of Client Strategy and Planning, ITV
- Derek Moore CEO, Coffee & TV
- Seb Munden, Chair, Ad Net Zero

1200 **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.

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

1230 **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

1300 **Lunch and Networking**

1400 **Climate Crisis in the US – Why We Need to Act Now**

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

1425 **“What Kind of Company Do We Want To Be?”**

Mark Whelan, Chairman & Chief Creative Officer, Havas UK

1450 **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

1520 **Net Zero: Jargon Busting and the Business Case**

Demystify jargon and gain an understanding of commonly used terms relating to net zero carbon and why net zero is essential for your business

- Steve Malkin, Founder, Planet Mark
- Geeta Pendse, Journalist and Presenter

1545 Refreshment Break

1610 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

1635 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

1700 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

1730 Action 5: Harness Advertising's Power to Support Consumer Behaviour Change

Enjoy a creative feast hosted by Annie Smith, Head of Content - Insight & Advisory, LIONS showcasing the most award-winning, creative work that champions sustainable developments and solutions to positively impact the world.

1755 Wrap Up

1800 Drinks Reception Hosted by 

1900 End of Day 1



AGENDA: 10 NOVEMBER

0930 **Arrivals and Refreshments**

1000 **Welcome to Day 2**

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

1005 **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

1025 **How Brands can Deliver on Corporate Sustainability Objectives and Drive Behaviour Change**

Google and Ipsos will present the results of their combined research that can help brands understand, motivate and enable consumers towards more sustainable choices.

- Gerald Breatnach, Head of Strategic Insights, UK, Google
- Jessica Long, Head of Sustainability / ESG Consulting, Strategy3, Ipsos

1055 **Refreshment Break**

1120 **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

1150 **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

1215 **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

1245 **Lunch & Networking**

1345 **Confronting the Climate Emergency: How can the Media do Better?**

Targets: how to set them - and how to keep them. From B Corp to carbon audits, how to be transparent with your progress and moving sustainability from a conversation to real action every day.

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

1410 **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

1435 **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 & Corporate Affairs Officer, Reckitt

1445 **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.

- Jess Francis, Senior Strategist, McCann Truth Central
- Nadia Tuma-Weldon, EVP Global Director of Thought Leadership, McCann Truth Central

1515 **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, EACA
- Caroline Darmon, VP, CSR Commission, AACC
- Saša Leben, VP, Slovenian Advertising Agencies Association
- Alexis Bley, Public Affairs Manager, EACA

1540 **Refreshment Break**

1600 **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

1625 **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, Vice President, Chief Sustainability Officer, IPG
- Laura Sutphen, Managing Director, Social Impact + Inclusion, GOLIN
- Gilbert Campbell, Founder & CEO, Volt Energy Utility
- Julia Anderson, VP, Brand Partnerships, charity: water

1650 **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, Nestlé Indonesia

1715 **Driving Consumer Behaviour Change**

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

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

1740 **Wear Wool, not Fossil Fuel**

Hear from the team behind Woolmark's new global campaign, 'Wear Wool, Not Fossil Fuel' 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

1810 **Closing Remarks**

1815 **End of Summit**
