



AD NET ZERO 
GLOBAL SUMMIT
3 & 4 NOVEMBER 2021 • ONLINE EVENT

Advertising's response to the climate emergency



INTRODUCTION

Join advertising colleagues from all over the world to discuss how our industry can play its role in tackling the climate emergency. This inaugural online event will be broadcast live from STV's studios in Glasgow during COP26 and hosted by Ad Net Zero, the UK advertising industry's response to the climate emergency.

The Summit will be free to attend for any advertising professional from around the world and will provide inspirational content through thought leadership sessions and practical workshops.

The Summit will include contributions from Unilever, Mastercard, Havas, dentsu, WPP, Facebook, Google, Sky and Ørsted as well as from global and international trade bodies such as the World Federation of Advertisers, the UK's Advertising Standards Authority, isla, Cannes Lions and dynamic new initiatives such as ChangeTheBrief and AdGreen.

DAY 1

On Day One the programme will set out the ambitions of Ad Net Zero and the system change needed in the world's advertising industry and society to tackle the climate emergency. Big themes to be explored include what is meant by sustainable leadership in advertising, the role of marketing to be a force for positive change and the ways we can tackle greenwashing in advertising.



The goal of the Summit is to help equip every advertising professional, from brands, agencies, media owners and tech platforms, to understand the role they can play day-to-day to support the global efforts to shift to a more sustainable way of living and working.



Seb Munden, Chair, Ad Net Zero;
EVP & General Manager, Unilever UK & Ireland

DAY 2

Day Two will take the form of a series of practical workshops, with step-by-step advice and guidance for advertising professionals to understand how to track, measure and reduce the carbon emissions of their work, as well as support the shift to more sustainable products and services across all areas of people's lives.



SPEAKERS INCLUDE



Seb Munden

Chair, Ad Net Zero; EVP & General Manager, Unilever UK & Ireland



Andrea Brymer

Presenter, STV



Raja Rajamannar

CMCO & President, Healthcare Business, Mastercard



Nicola Mendelsohn

CBE, VP EMEA, Facebook



Ronan Harris

Vice President & MD UK & Ireland, Google



Stephan Loerke

CEO, World Federation of Advertisers



Debbie Klein

Group Chief Marketing, Corporate Affairs and People Officer, Sky



Simon Pitts

CEO, STV



Ana Maria Henao

Global Marketing Vice President, PepsiCo



Filip Engel

Vice President, Sustainability, Ørsted



Mark Read

CEO, WPP



Lénaïc Pineau

Chief Sustainability & Quality Officer, JCDecaux

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



SPEAKERS INCLUDE



Hamish Nicklin

Media CEO,
dentsu UK



Helen Brain

Strategy Director,
MediaCom



Gideon Spanier

UK Editor-in-Chief,
Campaign



Pauline Robson

Head of BLINK Consulting UK,
MediaCom



Newman Debs

Director, CONAR



Guy Parker

CEO, Advertising Standards
Authority



Laura Simpson

Chief Intelligence Officer and
President, MW Truth Central



Jack Monaghan

Senior Insight Manager,
RapportWW



Nadia Tuma-Weldon

SVP, Director,
MW Truth Central



Stephanie Lambert

Head of Industry FMCG,
Facebook



Andy Childs

Head of Connection Planning,
Facebook



Vicki Maguire

Chief Creative Officer, Havas
London



Pete Buckley

Connection Planning Director,
Facebook



Brittaney Kiefer

European Creative Editor,
Adweek

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

DAY 1

HOW OUR INDUSTRY CAN HELP TACKLE THE CLIMATE EMERGENCY

14:00

Welcome from our Host

Andrea Brymer, Presenter, STV

14:05

Introduction from the Chair of Ad Net Zero

Seb Munden, Executive Vice President & General Manager, Unilever UK Ireland and Chair, Ad Net Zero

14:10

Address by Minister Rowley

Minister for Industry, Department for Business, Energy & Industrial Strategy, UK.

14:20

Ad Net Zero - The Action Plan

One year on from the creation of Ad Net Zero - UK advertising's response to the climate emergency, **Stephen Woodford, CEO, Advertising Association** sets out what we are trying to do this decade and how we will achieve it.

14:30

Advertising's Role in a Sustainable World

In this exclusive session, advertising leaders discuss advertising's role in a sustainable world. With **Nicola Mendelsohn CBE, VP EMEA, Facebook**, **Debbie Klein, Group Chief Marketing, Corporate Affairs and People Officer, Sky**, **Ronan Harris, Vice President & MD UK & Ireland, Google** and **Hamish Nicklin, Media CEO, dentsu UK**, Moderated by **Gideon Spanier, UK Editor-in-Chief, Campaign**.

15:00

Climate Crisis: The Greatest Creative Challenge

Hear from **Mark Read, CEO, WPP** on why creativity can play a critical role in tackling the climate crisis, how our industry is innovating to accelerate the transition and where we must do more.

15:20

Planet Pledge: Galvanising Marketing as a Force for Positive Change

Stephan Loerke, CEO, World Federation of Advertisers in conversation with **Raja Rajamannar, Chief Marketing & Communications Officer & President, Healthcare Business, Mastercard** & **Ana Maria Henao, Global VP of Marketing, Pepsico** on the Planet Pledge initiative and how marketing can play a leading role in driving sustainability.

15:45

Break

15:55

Ørsted: Creating a World that Runs Entirely on Green Energy

Filip Engel, Vice President, Sustainability, Public Affairs, Branding & Marketing will give an exclusive keynote about Ørsted's turnaround from a company based on fossil fuels to a global green energy company.

16:15

Tackling Greenwashing in Advertising: Global Viewpoints

Senior representatives from regulatory bodies from the UK, France, the USA and Brazil come together to discuss how to tackle greenwashing. With **Mary K. Engle, EVP Policy, BBB National Programs**, **Stephane Martin, Director General, ARPP, Newman Debs, Director, CONAR** and **Guy Parker, CEO, Advertising Standards Authority**.

DAY 1

HOW OUR INDUSTRY CAN HELP TACKLE THE CLIMATE EMERGENCY

16:45

STV Zero & the STV Green Fund: Going Green Together

In this session hosted by environmental correspondent **Laura Piper**, STV's Chief Executive **Simon Pitts** shines a light on the broadcaster's commitment to becoming net zero by 2030. **Danielle Kelly**, Sales & Strategy Director Scotland, discusses the STV Green Fund and how STV helps advertisers engage with its audience on sustainability.

17:15

Tenzing and Channel 4: a Partnership Powered by Nature

Channel 4 Presenter **Steph McGovern** interviews **Tenzing Founder, Huib van Bockel** on the pioneering initiative that will see Tenzing plant 4,000 trees in their forest on behalf of Channel 4. The collaboration aims to set a new precedent on how we value nature and how it can coexist with the commercial world, whilst reflecting heightened climate change concerns.

17:40

Life in 2050's Carbon-Neutral World: a view from New Scientist

Adam Vaughan, Chief Reporter at **New Scientist** sits down with **Traci Dunne**, Global Director of Industry Relations, Advertising Production Resources to picture what life may be like in 2050's carbon-neutral world, creating a vision of a world advertising can help to build, informed by the latest research, ongoing trials and expert opinion.

18:00

End of Day One & Networking

An opportunity to visit our Ad Net Zero Supporters' exhibition booths and network with advertising professionals from all over the world.

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Seb Munden, Chair,
Ad Net Zero;
EVP & General Manager,
Unilever UK & Ireland

DAY 2

THE ACTIONS EVERY AD PROFESSIONAL CAN TAKE TO HELP TACKLE THE CLIMATE EMERGENCY

09:30

Welcome from our Host

Andrea Brymer, Presenter, STV

09:35

How To Measure Advertising Operation's Carbon Emissions

Konrad Shek, Director of Policy, Credos, the UK advertising's think tank presents the latest research and new measurement framework which helps advertising companies track and report the carbon from their operations.

10:00

Understanding Carbon In The Advertising Process

The Ad Net Zero supporter base is launching a free Guide to help any advertising professional understand how and where carbon is involved in the ad operations process and what to do about it. With Ad Net Zero's James Best and Rachel Boland, Head of Sustainability, Engine Group UK

10:20

AdGreen Part 1: Measuring Production Emissions

Learn how to get started with the AdGreen Carbon Calculator, and begin measuring your production emissions. Covering travel, energy used to power spaces, materials and disposal, the new tool allows brands and production teams to collaboratively track proposed and actual emissions on motion, stills and audio projects.

10:45

AdGreen Part 2: Reducing Production Emissions

Now you've measured, get reducing! This session will show you how to use the data insights the AdGreen Carbon Calculator can provide to bring your project's footprint closer to zero. Together we'll look at key decisions throughout the course of a production, which will generate the biggest reductions. Both sessions by Jo Coombes Project Director, and Sophie Broadbent, Calculator Project Manager, AdGreen.

11:10

Break

11:20

IPA Media Climate Charter

The IPA Media Futures Group is building a media carbon calculator to understand and track the carbon involved in media plans. Hear from Jack Monaghan, Senior Insight Manager, RapportWW and Pauline Robson, Managing Partner, Head of BLINK Consulting UK, MediaCom about how the calculator works and what the group is learning about the carbon involved in the distribution of ads.

11:45

Building Consumer Loyalty Through Accountable Brand Experience

When brands make big, bold moves to fight climate change their in-person experiences should stack up against their message. Shared experiences are at the core of experiential marketing and environmental activism, so how do we ensure brands put words into action to earn the hearts and minds of conscious consumers? With Anna Abdelnoor, Co-founder & CEO, isla

12:15

Introduction to the #ChangeTheBrief Alliance

#ChangeTheBrief Alliance is a partnership between agencies and their clients to directly address the challenge of the climate crisis by promoting sustainability. Join Purpose Disruptors Co-founder Rob McFaul with Rosie Kitson and Tony Mattson, Heads of Strategy at Mindshare and Havas respectively, to learn about #ChangeTheBrief and how to apply it in your organisation.

12:45

Break

13:00

Ad Net Zero Essentials Training

Ad Net Zero has just launched the world's first qualification for ad professionals to take responsibility for the carbon involved in their working lives. Find out more from Jan Sanghera, Project Manager, Ad Net Zero, in conversation with Victoria Allison, Creative Director, Commercial, STV Creative and Stephanie Lambert, Head of Industry, FMCG, Facebook

13:25

Carbon Jargon Busting and the Race to Zero – a Lunch and Learn with Planet Mark

Planet Mark has been travelling across the UK in a 100% electric coach in partnership with BEIS and the UN-backed Race to Zero campaign to raise awareness of COP26 and the #TogetherForOurPlanet campaign. Steve Malkin, CEO, is making a special stop at the Summit to offer attendees an entertaining and informative lunch & learn.

DAY 2

THE ACTIONS EVERY AD PROFESSIONAL CAN TAKE TO HELP TACKLE THE CLIMATE EMERGENCY

13:55

Creating A Good Life in 2030 – the Role of Advertising

Join **Purpose Disruptors Co-founders Lisa Merrick-Lawless** and **Jonathan Wise** for a preview of 'Good Life 2030' ahead of their IMAX cinema premiere at COP26. Experience an immersive audio journey to 2030 featuring leaders and UK citizens. See what industry leaders say about the role the industry can play in creating new visions of the future.

14:25

Insights Live: Redefining Growth for a Sustainable Future

Join **Facebook's Connection Planning team**, in partnership with Facebook IQ for a special edition of Insights Live, a monthly thought leadership webinar series, designed to help businesses and brands identify opportunities for growth. The session will explore key sustainability trends with insights to help advertisers redefine growth for a sustainable future. With **Stephanie Lambert, Head of Industry FMCG, Andy Childs, Head of Connection Planning & Pete Buckley, Connection Planning Director, Facebook.**

14:50

Sustainability – from Operations to Opportunity

Join **Helen Brain, Strategy Director** and **Pauline Robson, Head of Blink, MediaCom's consultancy offering**, to hear how MediaCom has incorporated sustainability into its operations, output and strategy over the past 5 years, based on their personal experience of creating change.

15:20

How Advertising can Play a Pivotal Role in Changing Consumer Behaviour

Lénaïc Pineau, Chief Sustainability & Quality Officer, JCDecaux discusses sustainable brands, the role of advertising in changing consumer behaviour and how OOH can play an important role with **Andrea Brymer, Presenter, STV.**

15:40

Break

15:50

Surprising Human Truths at the Intersection of Culture and Sustainability

What do vegetarians in India, German design enthusiasts, and Gen X parents have in common? While science and climate models matter, decoding culture matters even more. In this Truth about Sustainability preview, we link human truths to ways in which brands and businesses can play a major role in unlocking action towards a sustainable future. **Laura Simpson, Chief Intelligence Officer and President, & Nadia Tuma-Weldon SVP, Director, MW Truth Central.**

16:20

Do Things Differently to Drive Change in the Climate Movement

Discover how we can bring together young talent, brands and the ad industry in new ways to scale and drive sustainable change, with **dentsu's Creative CEO James Morris, Kian Bakhtiari, Founder of The People** and **Scott Sallee, Social Impact & Sustainability Manager, dentsu.**

16:50

To B or Not to B: Why it's Time for the Advertising Industry to Embrace the B Corp Movement

Vicki Maguire, Chief Creative Officer, Havas and **Brittaney Kiefer, European Creative Editor, Adweek** discuss what it means to be a B Corp – and its impact on creativity. How certifying as a B Corp is the fastest way for agencies to reach net zero, what it means to your people – and why it matters to your clients.

17:15

LIONS Presents the Most Creative Work Championing Sustainability from 2020-2021

To round off the Summit, enjoy a creative feast hosted by **Philip Thomas, President, Ascential Marketing Division and Chairman, LIONS**, showcasing the most award-winning, creative work that champions sustainable developments and solutions to positively impact the world.

17:40

Closing Remarks

Seb Munden, Executive Vice President & General Manager, Unilever UK Ireland and Chair, Ad Net Zero.

17:45

End of Event



THANK YOU TO OUR AD NET ZERO SUPPORTERS

REGISTER FOR THE SUMMIT

[HERE](#)