



VIRTUAL EVENT

A's

SUSTAINABILITY
SUMMIT

April 20, 2022

Key Takeaways

Overview

On April 20, 2022, the [4A's Sustainability Summit](#) brought together sustainability experts and agency leaders to explore timely topics and real solutions for marketers and agencies on how to achieve environmental sustainability in both process and product. From how to determine your company's carbon footprint, to unpacking ecolabels, to spotting greenwashing before it becomes a problem, we left no topic unturned when it came to doing our part in building a greener future.

But while we started the conversations, the work is far from over. Now is the time as leaders to build environmental sustainability into everything we do.

In our 4A's Sustainability Summit snapshot, we've outlined some of the key themes and action items from the day that we hope will guide and inspire you as we all continue to cement our role in the sustainability journey.



1 Change the way you think about sustainability.

Sustainability is about moving from creative messaging to creative business. It should be at the core of what every business does.

2 It's critical to be accurate about your environmental claims to avoid greenwashing.

While marketers are responding to what stakeholders and consumers want and demand, without a common language, consumers are more likely to take away a broader claim than you can substantiate. The solution? You need to make more specific claims to avoid misunderstandings. To help you navigate these waters, the 4A's Government Relations team has put together a resource guide on what your agency needs to know when making environmental claims. Check it out [here](#).

3 Ecolabels are a powerful market-based tool.

Learn how your company can be a B-Corp and use your business as a force for good by learning more at <https://www.bcorporation.net/en-us/>. Additionally, 4A's member Havas has offered to help attendees who are interested in beginning their B-Corp journey unpack the process and answer questions. Reach out to HelpMeBCorp@havas.com.

4 You are the architect of your own sustainability commitment.

To be ahead of the curve, make sustainability a business, not a purpose program. Leaders should set an ambitious target goal linked to KPIs and stay accountable for how you follow that commitment.

5 Sustainability has a communications problem.

We are talking about sustainability the wrong way. It's not just about the planet, it's about us as people and our own stories. Everyone has their own reason to contribute to solving the problem of climate change.

6 Climate change is not a competitive advantage.

In order to move the needle we need to work together. Change your mindset about "being the best or biggest B-Corp" and using that as your market strategy to realizing the best thing is when all of your competitors are making meaningful climate progress too. We can only make a difference when we all do our part.

7 Spark change by meeting people where they are on their journey.

Always remember, people don't buy brands, they buy better versions of themselves. Recognize how their culture and background plays a part in how they view their role in sustainability. Based on a survey from Twitter, how someone wants to fight climate change in the US differs immensely from how someone wants to fight climate change in India.

8 Make your mark by recognizing and reducing your own carbon footprint.

In a conversation with WPP's Mark Read, attendees were introduced to [Ad Green](#), a free carbon calculator that can help reduce the emissions of advertising production, awards, operational emissions and more.

9 Sustainability is more than a moment.

Always remember that your sustainability journey and commitment is more than a moment. Start by starting. Don't let perfection get in the way of progress. It's not a race, it's a marathon, and transformation and results will take time.

10 Work with people who share your values.

We can only do so much on our own. To be successful in this sustainability journey, we need to be working together. That also goes for employees, who crave employers who care about the planet and their people.

Thank you to our Sponsors



Thank you again to all of our speakers and to everyone who joined us for 4A's Sustainability Summit. In case you missed any of the content or want to revisit some of the key topics, you can watch it ON-DEMAND [here](#).

For more information on the 4A's Sustainability Summit please contact:



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