

ANA/4A's Marketing Sustainability Task Force

11/15/10 Meeting Minutes

Mission

Original Draft

We are a team of advertisers and advertising agencies who have come together to identify the marketing supply chain and the primary upstream and downstream environmental impacts associated with marketing efforts. We seek to reduce the environmental footprint of the marketing industry by developing consistent definitions, metrics, and guidelines for the highest impact marketing activities.

The draft mission statement was reviewed and debated, yielding the following suggestions:

- We should frame our efforts to impact three key areas: economic, environmental and social
- Sharing and dissemination of best practices will be a key area of focus
- Industry awareness and education are core goals
- We will make efforts to quantify environmental and social impact as well as the economic value of sustainability efforts

An updated draft that incorporates the above suggestions is included below. We welcome additional comments and suggestions from task force members.

Updated Draft – 11/15/10

We are a team of advertisers and advertising agencies who have come together to identify environmental impacts associated with marketing supply chain. We seek to 1) reduce the environmental footprint of the marketing industry 2) share best practices 3) increase awareness of these best practices/initiatives and 4) where needed develop consistent definitions, metrics and guidelines for the highest impact marketing activities. In order to achieve our environmental objectives we will be inclusive of highlighting the economic and social benefits of this work.

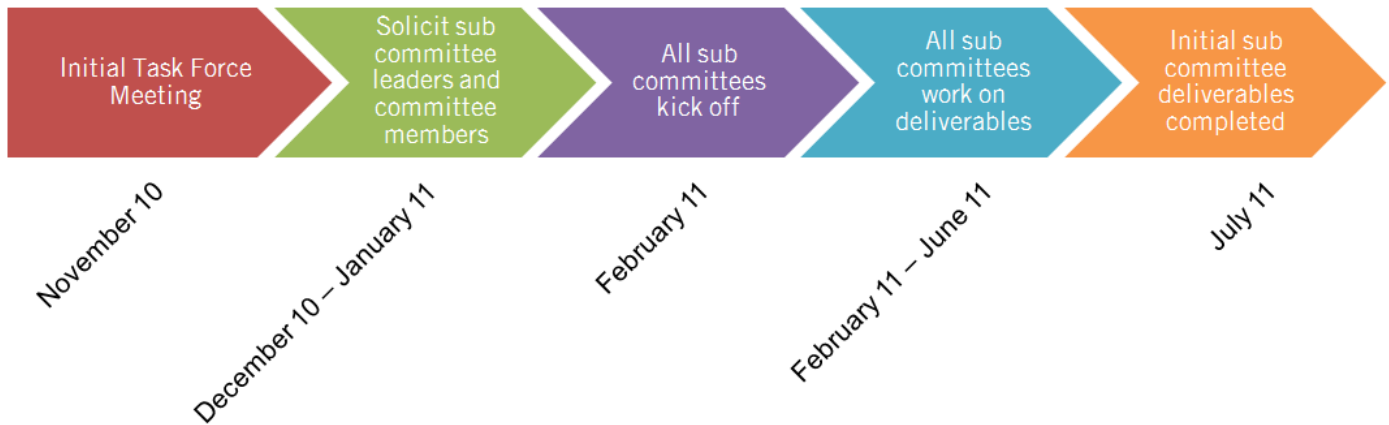
Objectives & Deliverables

While there are no specific deliverables yet, the task force will aim to produce original content including, but not limited to white papers, educational webinars, best practices documents/guides, etc.

Marketing Sustainability Taskforce



Timeline



Next Steps

Our immediate goal for the rest of 2010 is to begin to educate ourselves by identifying and collecting existing best practices. Staff from the ANA and the 4A's is working to secure relevant parties, e.g. sustainability experts and companies that are ahead of the curve.

We will also continue to solicit sub-committee leaders and members from December-January. See the attached timeline for more details.

The next virtual meeting is targeted for mid-December. The format will be a one-hour educational segment followed by 15 minutes of follow up and discussion. The ANA will send out notification as soon as this is confirmed.

Task Force Members & Staff in Attendance

Geoffrey Bado, Campbell's
Mike Donahue, 4A's
Bill Duggan, ANA
Mike Ferguson, ANA
Harold Geller, 4A's
Chris Grimes, BBDO
Deena Iaconi, Bank of America
Jonathan Lese, PerkinElmer
Brandon Little, Bank of America
Eve Magnant, Publicis
Kim McMillon, Bank of America (*Task Force Chair*)
Rosemary Miller, Starcom

Marketing Sustainability Taskforce



Jennifer Seidel, 4A's

Tabitha Upshaw, Dell

Sue Worth, California State Automobile Association