

ANA/4A's Marketing Sustainability Task Force

12/16/10 Meeting Minutes

Mission

Working Draft – Updated 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.

Meeting Notes

The purpose of this session was to educate the taskforce on the current state of the marketing sustainability issue. To accomplish this, we invited Don Carli, Senior Research Fellow at the Institute for Sustainable Communication to come in and address the group.

You can download the slides here:

Presentation highlights:

- Print media is characterized as environmentally destructive and these products have a complex lifecycle that can & must be improved, however;
- Digital media supply chains are often overlooked even though they are not far behind paper in terms of electricity usage, which directly results in CO2 emissions.
- Digital media also results in a significant amount of “E-Waste”
- The spectrum of approaches to estimating environmental impact is varied and inconsistent.
- The challenges and opportunities ahead will require great collaboration – ISC is leading the way with the formation of the Sustainable Advertising Partnership.

Taskforce views post-presentation

- The topic of marketing sustainability has already progressed, to some degree, beyond what the initial taskforce goals were
- The opportunity then, is for us to be active participants in shaping, rather than exposing and defining the issue
- We can play an active role in creating the necessary groundswell that will ultimately bring more attention to this topic within our industry
- We would like to consider a partnership with ISC

Marketing Sustainability Taskforce



- Target early February for a meeting with Don to talk about partnership opportunities
- If partnership is formed, address taskforce mission, objectives and deliverables and redefine if necessary

Next Steps

- Taskforce leaders to connect with Don Carli in early February to discuss partnership
- Start targeting key points in the initial ISC presentation and dedicate upcoming sessions to tackling those points in more detail

Other Notes

- For anyone interested, Don will be providing us with details on the SAP Chatham House Rule Summit to be held in Montreaux Switzerland in May.

Task Force Members, Staff and Guests in Attendance

Kim McMillon, Bank of America (*Task Force Chair*)

Don Carli, ISC

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

Rosemary Miller, Starcom

Larry Tormey, BBDO