

ANA/4A's Marketing Sustainability Task Force

05/09/11 Meeting Minutes

Mission

5/09/11

The task force will focus on the marketing supply chain and ways to make marketing and advertising (e.g., media, production, etc.) more sustainable*.

- Initially, the task force will help educate the industry. We'll identify and share existing best practices and case studies in order to enhance our current knowledge and understanding of the benefits of marketing supply chain sustainability, and how best to secure those benefits.
- Longer term, the task force will play a greater leadership role to help advertisers and agencies make marketing and advertising more sustainable (e.g., via white papers, metrics, guidelines). This could include the development of protocols and perhaps a system to measure the industry's progress in making the marketing supply chain more sustainable.

**Sustainability defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs.*

Meeting Notes

This meeting was part two of our webinar series with the purpose of educating the taskforce on the current state of the marketing sustainability issue (our first session on 12/16 featured Don Carli of the Institute for Sustainable Communication). Noreen Simmons, Director, Media Strategy & Operations, Unilever, shared insights from work done in sustainable communications. Noreen covered various ideas for measuring sustainability and compared the results of different measurement approaches. Specifics on this discussion were given off the record and are not covered in these meeting notes. A group discussion followed and below are some of the key insights garnered from this session.

Topics Discussed

- Information on sustainable marketing is sparse and inconsistent across the advertising industry and among experts and environmental advocacy groups.
 - No common metrics on the environmental impact of marketing communications currently exist so accurate measuring and benchmarking is not yet feasible.
- It is difficult for individual corporations / organizations cannot address this alone. An industry initiative can serve to help define the issue.
- The genesis for activity in the area of sustainable marketing seems to be individual personal interest. Many businesses are not yet addressing the issue as a matter of strategy.

- The topic will not gain relevance within most organizations until a case can be made for sustainability's impact on the bottom line.
- Focus must not be just on stewardship or corporate social responsibility. We need to be looking at business and economic impacts.
- It seems that our efforts should be divided into a few key buckets within the supply chain:
 - Creative development
 - Production
 - Media consumption
 - Post consumption, e.g. paper waste and byproducts of digital consumption
- ANA and 4A's will work to identify opportunities to share the insights and findings of the taskforce with the marketing and advertising community at large, both in terms of our ongoing progress as well as our eventual deliverables. This could include:
 - Industry Publications
 - ANA and 4A's websites
 - A marketing sustainability themed conference, likely in 2012 calendar year

Next Scheduled Meetings

- Monday, June 6, 2011 at 2:00 p.m.
 - **Topic:** Overview of Sustainable Marketing and Communications Today & HP Case Study
 - **Speaker:** Gil Friend, President and CEO of [Natural Logic Inc.](#), and the author of [The Truth About Green Business](#).
- Monday, July 11, 2011 at 2:00 p.m. Topic TBD

Task Force Members in Attendance

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

Chris Grimes, BBDO

Jessica Halverson, Bank of America

Deena Iaconi, Bank of America

Jonathan Lese, PerkinElmer

Brandon Little, Bank of America

Edward Martin, The Hershey Company

Rosemary Miller, Starcom

Sonia Morales, Starcom

Noreen Simmons, Unilever

Harold Geller, 4A's

Bill Duggan, ANA

Mike Ferguson, ANA

Task Force Member Roster

| ANA | 4A's |
|--|------------------------------|
| Kim McMillon, Bank of America (<i>Taskforce Chair</i>) | Rosemary Miller, Starcom |
| Jonathan Lese, PerkinElmer, Inc. | Eve Magnant, Publicis Groupe |
| Edward Martin, The Hershey Company | Larry Tormey, BBDO |
| Deena Iaconi, Bank of America | Chris Grimes, BBDO |
| Sue Worth, California State Automobile Association | Mike Donahue, 4A's |
| Tabitha Upshaw, Dell, Inc. | Sonia Morales, Starcom |
| Geoffrey Bado, Campbell Soup Company | Harold Geller, 4A's |
| Brandon Little, Bank of America | Jennifer Seidel, 4A's |
| Kathleen Short, Intel | |
| Noreen Simmons, Unilever | |
| Jessica Halverson, Bank of America | |
| David Oestreicher, NBA | |
| Valerie Light, Verizon | |
| Bill Duggan, ANA | |
| Mike Ferguson, ANA | |