ANA/4A's Marketing Sustainability Task Force
11/07/11 Meeting Minutes

Meeting Notes

This meeting was part five of our webinar series with the purpose of educating the taskforce on the current state of the marketing sustainability issue. In this meeting, we heard from Justin G. Bull and Gary Q. Bull from the University of British Columbia; co-authors of *Environmental Implications of Media: Literature Review and Analysis*. The presenters covered background on the forest sector, including existing standards and systems, breakdown and analysis of paper and digital media including systems and supply chains, and also discussed options for advertisers in sustainable communication. Two of the big takeaways from this session were: 1) that the digital supply chain is vastly more complex than paper and will thus be more difficult to define, quantify and assign accountability, and; 2) standards and metrics are a long way from being defined and advertisers should start by first defining a set of principles around sustainable communication.

Topics Discussed

1. Justin and Gary offered a specific focus on standards, systems and supply chains.
    a. Processes have already been designed in forestry, e.g. certification, ISO standards and other methodologies and tools
    b. IT systems are already in place as well as third party verification and "bounded" life cycle analyses (LCAs)
2. What are the drivers for advertisers? What is causing us to think about change?
    a. Some supply chains will demonstrate cost savings / others will not
    b. Social license – all supply chains offer opportunity to develop social license
    c. Regulatory risk – avoid mandated compliance – stay ahead of the curve
3. Denial leads to painful outcomes as legal requirements will be a nightmare for some manufacturers.
4. Resources are required: development and upkeep of standards have significant costs.
    a. Creation of a standard-making group
    b. Provide a role for NGOs
    c. Engage supply chain partners
5. Digital media is complex and the pace of innovation in IT make truly representative LCAs difficult
    a. As devices shrink, we now have to look at areas like raw materials, pre-manufacturing and end-of-life for calculating footprint and these are least understood
6. IT industry still trying to segregate itself from electronics industry, e.g., Google distances itself from HTC who manufactures the devices. This will change rapidly where responsibility will shift to IT industry.
7. An example of how complex a digital footprint is:
    a. Power to run the machine, e.g. laptop where you are viewing the ad?

    b. The power to run the server that is hosting the page?

    c. What about the internet infrastructure?

    d. Production and end-of-life for a web-based device?

    e. Are you responsible for any of these? All? What percentage of each are you responsible for? These questions are all unanswered.

8. Variability in supply chains:

    a. Publishing and direct mail are relatively straightforward and have been analyzed for years already

    b. Digital has a huge variety of form factors, limited data and assumption-driven analyses and television and radio have similar problems

    c. Specific to television, advertisers could be responsible for 30% of the air time for a television show, so are they accountable for exactly that percentage of the footprint?

    d. Also, content creation is unique and complicated

9. Options for advertisers

    a. Principles: the ideas that we orient our supply chains around. These are immediately achievable and cost is low

    b. Standards: much more rigorous, development highly more involved and costs are significant

    c. Working groups: e.g., our taskforce – leading to industry white paper on principles, bringing awareness to the issue and initiating change

    d. Voluntary reporting mechanisms

    e. Do nothing? Perhaps the only option for digital at this point. The risk is great, however. Government mandated standards will not be as efficient and relevant for our business as those that we come up with as an industry.

10. A real sustainability task we could pursue:

    a. Decide on principles and processes, e.g.,

        i. We want data – what goes into a print or tv project? What energy goes into various campaign types? Identify but do not quantify various elements of a campaign (for now)

        ii. What are our priorities? Data availability? What is actually feasible in terms of managing and measuring our advertising footprint?

        iii. Draft principle-based standards (not technical-based standards)

        iv. Next step could be a feasibility study based on our principle-based standards

Next Scheduled Meeting

- There is no meeting scheduled as of 11/7/11. We will meet next in January of 2012.

Marketing Sustainability Taskforce

Task Force Members in Attendance

Kim McMillon, Bank of America *(Task Force Chair)*
Geoffrey Bado, Campbell Soup Company
Mike Ferguson, ANA
Jonathan Lese, PerkinElmer, Inc.
Rosemary Miller, Starcom
Sonia Morales, Starcom
Noreen Simmons, Unilever
Leslie Zemnick, BBDO

Task Force Member Roster

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