



**TV/RADIO** SESSION

ONLINE ZOOM EVENT:  
17/02/2022 AT 15:00 CET

# ONLINE TALK

**SUSTAINABILITY AND INCLUSIVE DIVERSITY:**  
WHY THESE PRINCIPLES NEED TO BE AT THE HEART  
OF YOUR BUSINESS

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## INSIGHTS INTO CHANGING MENTALITIES, GREATER DIVERSITY, EQUALITY, SUSTAINABILITY AND INCLUSION AS THE KEY PILLARS OF MODERN ADVERTISING

### Inclusion & Diversity

How diversity and inclusion can improve business results by demonstrating a reflection of society.



Nathalie Lam  
Head of Global Sponsorship, Inclusion & Diversity Ambassador, Philips



### Feeling Seen

How diverse advertising unites us and what media can do about it.



Chris Goldson  
Director of Commercial Marketing and Pitch Development, ITV



### Media for Good

Scaling green solutions, promoting climate neutral advertising and reaching climate neutrality in the ad market with the Media4Planet initiative.



Peter Christmann  
Founder & CEO, Media4Planet



### A green GRP

Climate neutrality in the advertising market: The Green GRP as a model to calculate the carbon footprint of an advertising campaign and enabler for brands to offset their campaigns.



Andrea Malgara  
Managing Partner, MediaPlus Group



You can register to this event [here](#).