



## ONLINE WORKING GROUP

18/04/2023

15:00 – 16:30

**ENVIRONMENTAL SUSTAINABILITY IN ADVERTISING**

A DISCUSSION AMONGST SALES HOUSES

Organised by **egta.**

[www.egta.com](http://www.egta.com)

## About this event

The topic of environmental sustainability is more important than ever - all of our members have, in one way or another, already started working towards making their companies more sustainable. The specific advertising-related matters (such as commercial offers, special pricing strategies, dedicated ad space for green brands, ad impact calculators etc.) have so far not been tackled by our industry at European level. This is where egta would like to make a difference. This online working group is our way of giving you the floor and allowing for a constructive discussion on this very important topic.

15:00 – 15:40

## MEMBERS' BEST PRACTICE

Whilst many broadcasters are active on the topic of sustainability at channel and production level, not many sales houses have established commercial offers specifically for sustainable brands, and/or taken decisions to avoid green washing. Let's hear from three countries that are consciously offering more visibility to sustainable advertising.

*Benchmarking at its best* A few insights from egta's survey on Sustainability amongst members

*France* Lessons learned: Why France Televisions Publicité dropped one of their green ad products, to give priority to commercial offers that are backed by independent third-party entities such as the ADEME.

#SustainableTerritories, #ScreenSpiritScreens, #Goodvertising



Valérie Falcicola-Borel, Deputy Marketing Director, France Télévision Publicité

*Belgium* Leading discussions about sustainability at market level by showing the way with new ad formats, a commitment to zero-green washing and round tables gathering the entire industry.

#BlueScreen, #Slowvertising, #ZeroGreenwashing, #AdvertisingFresco



Valérie Janssens, Director of Development, RMB

*United Kingdom*: Sustainability as part of a wider social purpose impact strategy, from supply chain to company culture, and how collaboration is vital to making a difference.

#TheClimatePledge, #WeMeanBusiness, #GetNaturePositive, #MediaClimatePact, #RaceToZero, #AdNetZero



Kate Waters, Director of Client Strategy and Planning, ITV

15:40 – 16:30

## ROUND TABLE – OPEN DISCUSSION AND FEEDBACK

We count on you to participate actively in this discussion.