



Online Working group

Environmental Sustainability in Advertising

04/11/2024
15:00 - 16:30



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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	Introduction
	Update on activities across markets <ul style="list-style-type: none">- Recently released sustainability reports/analysis- Markets with harmonised emission calculation at national level- Commercial offers (i.e. an ad “product” dedicated to green brands)
	The latest developments in Belgium, France and UK <ul style="list-style-type: none">- Valérie Janssens, RMB for the Belgian market- Victoire Giacomini & Antoine Ganne, update from the French market
	Ad Net Zero An update from the countries with Ad Net Zero chapters
	Open discussion on sustainability resources Internal struggles to get the sustainability topic on the table at sales house level - feedback, discussions etc
	AOB <ul style="list-style-type: none">- The Global Media Sustainability Framework
16:30	End of the meeting