

Spotlight: COP26

30th November 2021





Commit

to being a part of, and a champion for, the global Race to Zero campaign, and encourage your marketing supply chain to do the same



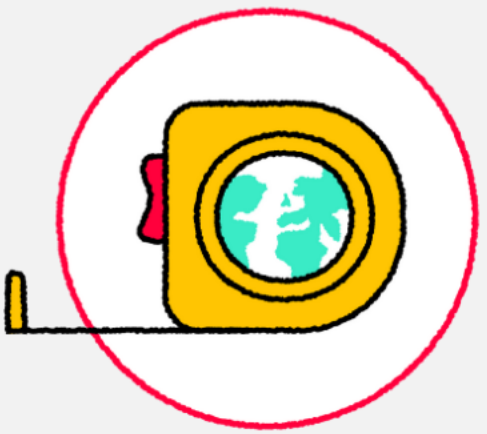
Scale

the capability of marketing organisations to lead for climate action, by providing tools and guidance for your marketers and agencies



Harness

the power of your marketing communications to drive more sustainable consumer behaviours



Reinforce

a trustworthy marketing environment, where sustainability claims can be easily substantiated so that consumers can trust the marketing messages they are presented with



Our signatories
WFAplanetpledge.org



DIAGEO



L'ORÉAL

MARS



Nomad Foods



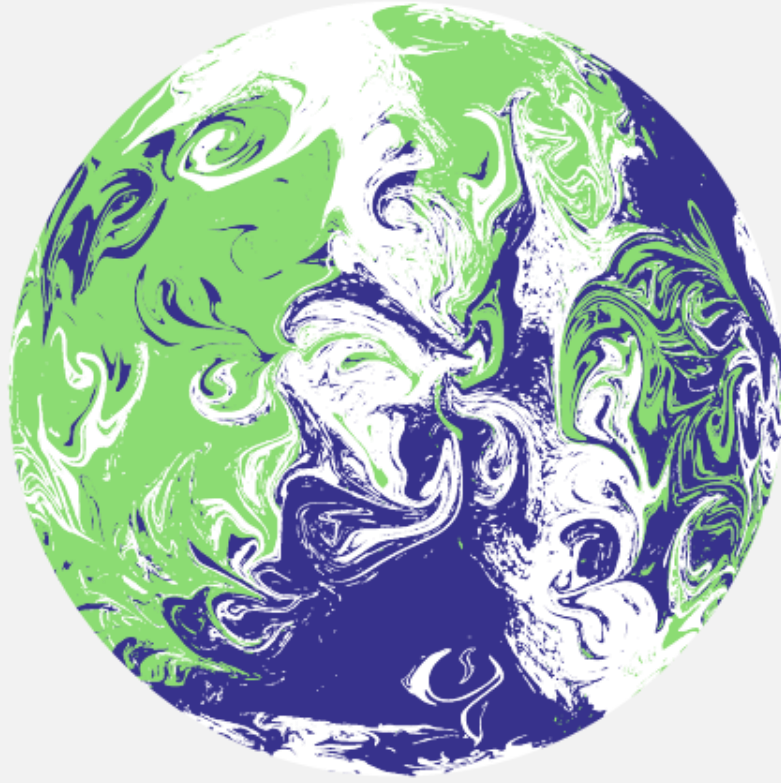


Our partners
WFAplanetpledge.org



Taking brands further





UN CLIMATE CHANGE CONFERENCE UK 2021

IN PARTNERSHIP WITH ITALY

Introductions



Stephan Loerke
CEO



Gail Gallie
Founder



Photograph: Karwai Tang/ UK Government via flickr



**Government
policy**

**Finance &
accounting**

**People &
leadership**



Government Policy

- ✓ Keeping 1.5 alive
- ✓ Fossil fuels
- ✓ Flora & fauna



Business and Tech

- ✓ \$130 Trillion
- ✓ Clean tech
- ✓ IFRS



People & leadership

- ✓ Behaviour change
- ✓ Global leadership
- ✓ Future generations



So, what does this
mean for us?





5 things we need to **stop**....

1. Seeing sustainability as a **constraint**
2. Thinking small: a **narrow focus** on your category or only for “green” products and services
3. Being “market **takers** rather than market makers”
4. Treating sustainability as an **afterthought** or an “advertising thing” (instead of sustainability first)
5. Being **passive**, thinking it’s someone else’s job: stop talking start doing

Q: Thinking about the marketing industry more broadly, what are the top 3 things that marketers should STOP doing in this context?

Source: Summary of qual responses to a WFA online survey amongst incumbent and prospective signatories. Base: 17 companies. Date: 12th Oct 2021

Note: For detailed qual responses see slides 17 & 18



*Planet
Pledge*



“Marketing has incredible power in creating tangible and exciting visions of ourselves and our future, and in explaining the benefits of this critical transition to a zero carbon world. Given how important climate change is to their business and to our planet, Chief Marketing Officers should quickly become the new *climate activists* and *lead the way* in the Race to Zero.”

Nigel Topping
.....

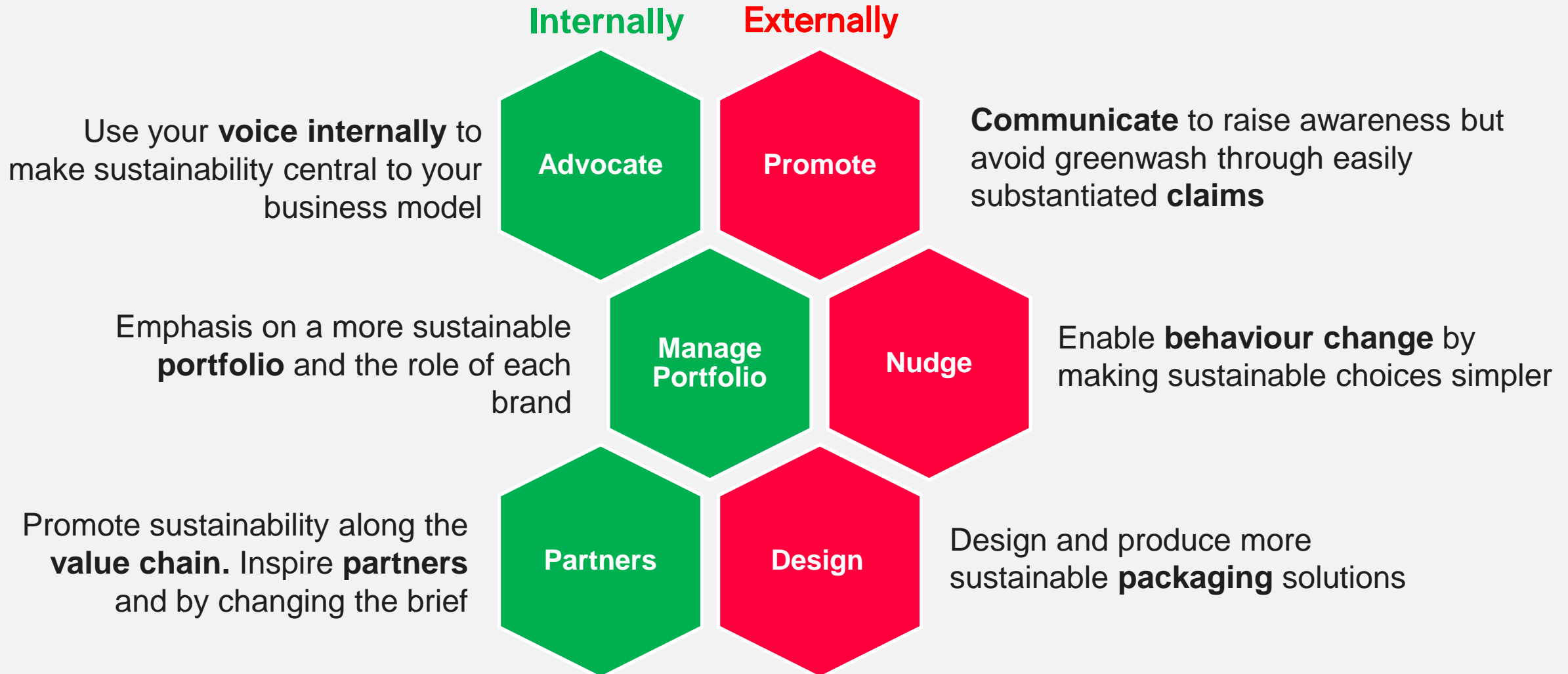
UK High Level Climate Champion for COP26

Actions

(not words)



6 things marketers can do....



"What do you want to be
when you grow up?"



"Still here," said the
polar bear.