

Why building a sustainability strategy is critical to future success

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Agents of change

From compliance to leadership:
the path to sustainable advertising



Hil Berg



Rick Benfield

30 hours of interviews

250,000 words



The View: Why sustainability is critical for your business

The Plan: The steps you can take to keep pace



The View:

Why it's critical



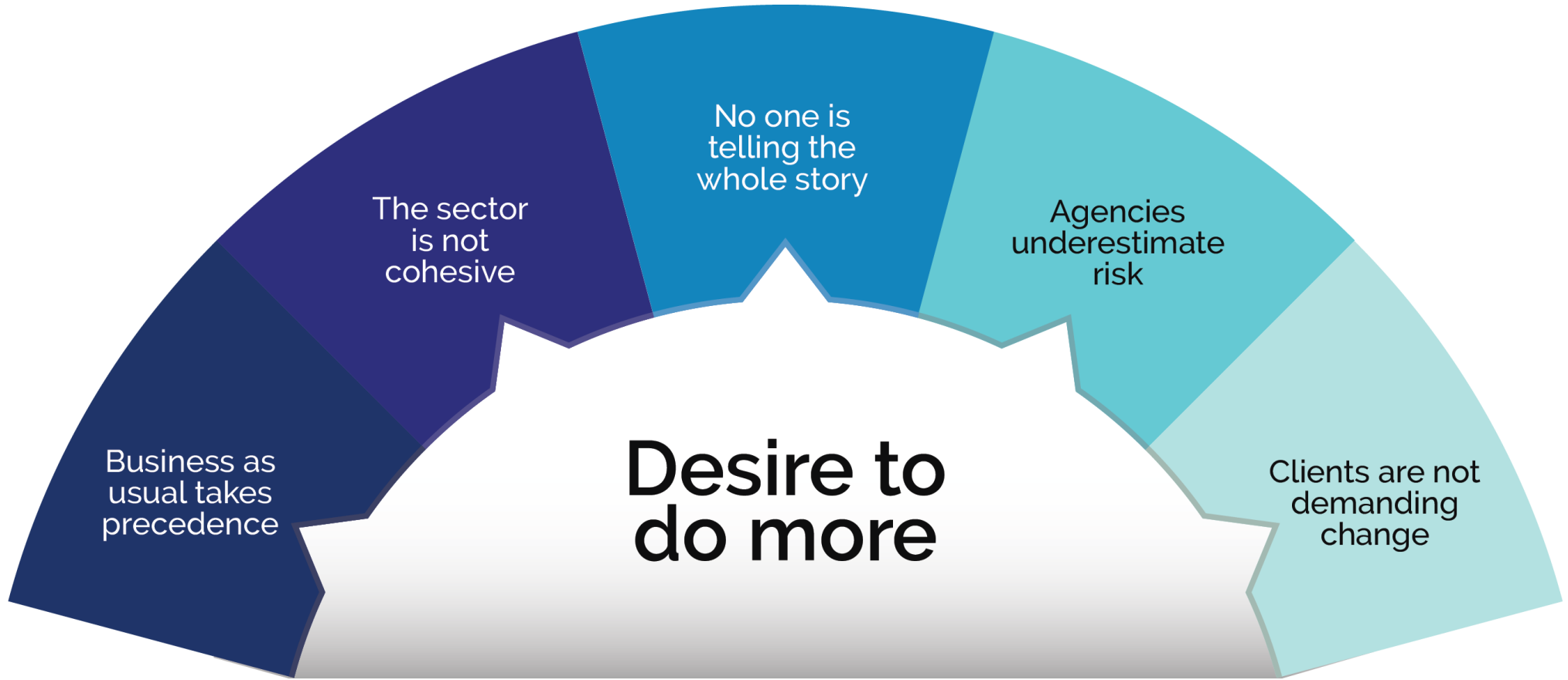
"Many in the fossil fuel industry have [...] been aided and abetted by advertising and PR companies.

I call on these companies to stop acting as enablers to planetary destruction.

Stop taking on new fossil fuel clients, from today, and set out plans to drop your existing ones. Fossil fuels are not only poisoning our planet – they're toxic for your brand. "

António Guterres, Un Secretary of State, June 2024.





Agencies underestimate risk

Activism

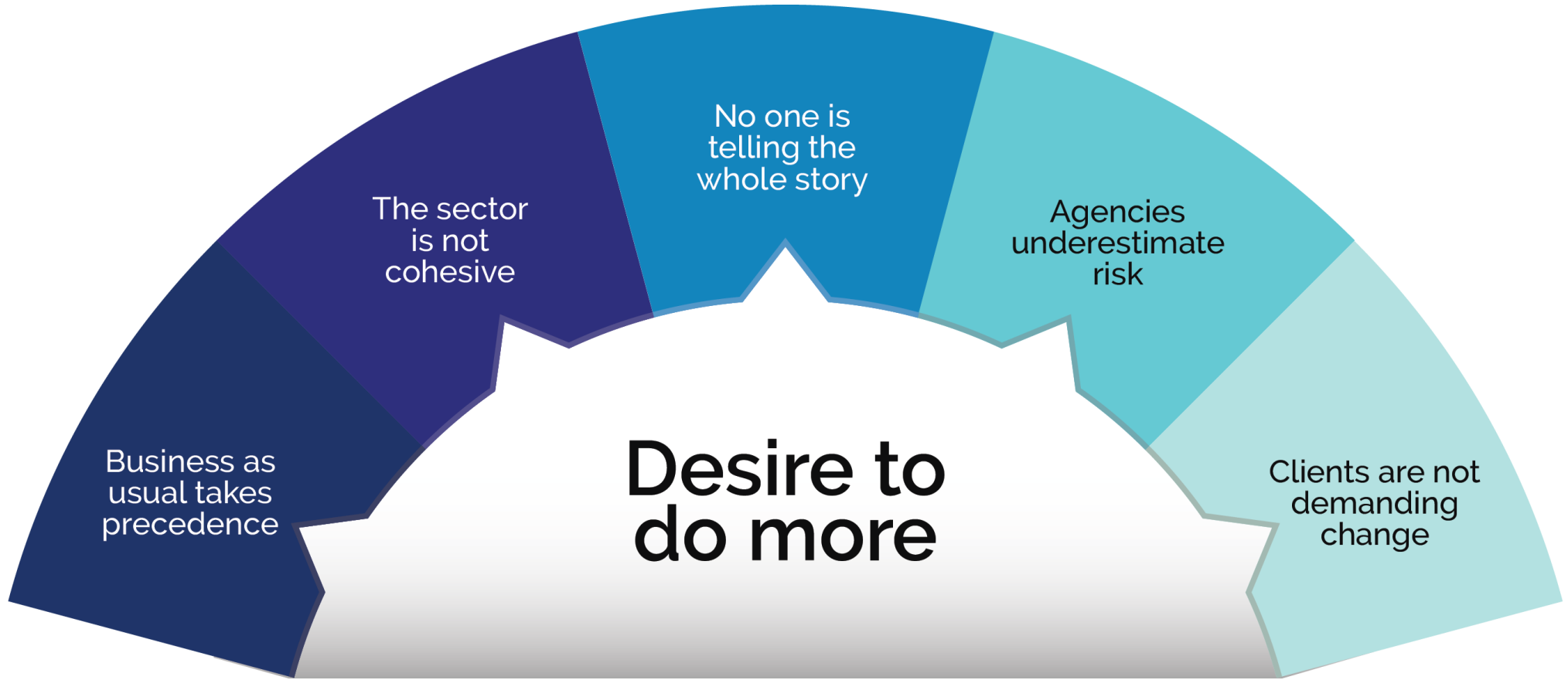
Greenwashing

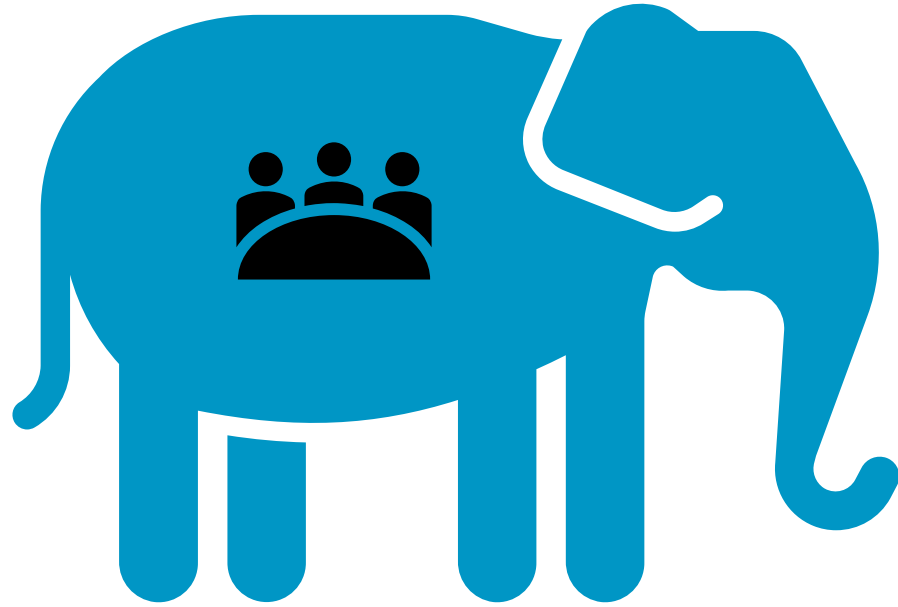
Wider regulation & legislation

Legal action

Talent

Finance





The Plan:

What can you do?



Four step plan for sustainable action



Where are you **now**?



Passive.

This is Business As Usual.

Participant.

This is incremental change.

Pioneer.

This is transformation

Calculate the **business case**



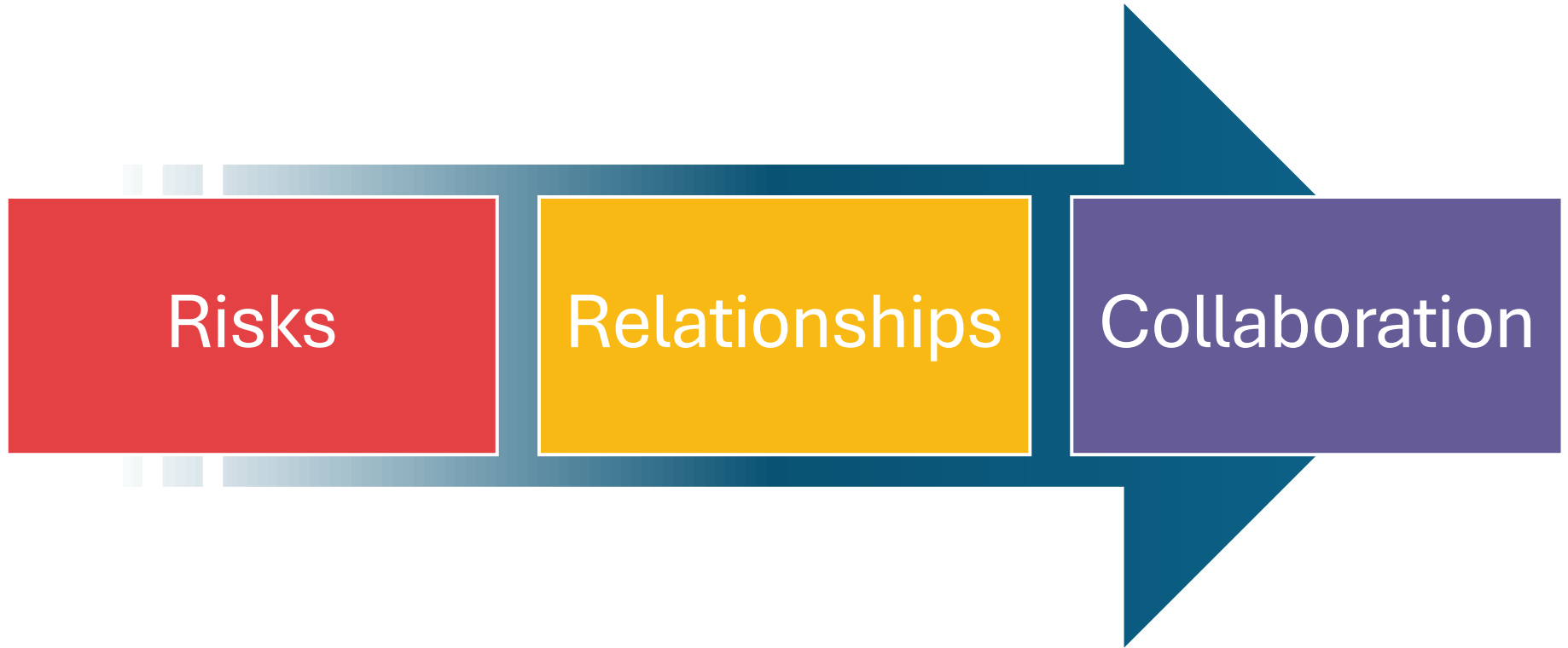
Cost Savings and Efficiency	<ul style="list-style-type: none">• Operational Efficiency• Resource Management	Access to Capital and Investment	<ul style="list-style-type: none">• Attracting Investors• Favourable Financing Terms
Revenue Growth and Market Opportunities	<ul style="list-style-type: none">• Attracting Eco-Conscious Clients• Developing new Service Lines	Colleague Engagement and Retention	<ul style="list-style-type: none">• Attracting Top Talent• Increased Employee Loyalty
Risk Management and Resilience	<ul style="list-style-type: none">• Complying with Regulations• Crisis Management	Innovation and Long-Term Viability	<ul style="list-style-type: none">• Creative Solutions• Future-Proofing the Agency
Brand Reputation and Client Loyalty	<ul style="list-style-type: none">• Enhanced Agency Reputation• Client Retention	Competitive Advantage	<ul style="list-style-type: none">• Industry Leadership• Differentiation

Recap:

Bringing it all together



Three critical takeaways



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Full report out in **Summer 2024**.
Sign up for the IPA updates.



Hil Berg



Rick Benfield