

**IPG MEDIABRANDS** 

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# **SUSTAINABILITY**

## **Global Practice Capabilities Overview**

**April 2024**

# Agenda

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## 01 Our Shared Challenge

Contextualizing the Crisis

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## 02 IPG Mediabrands' Solutions

Identifying Relevant Solutions

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## 03 Next Steps

Mapping Where We Solution Together

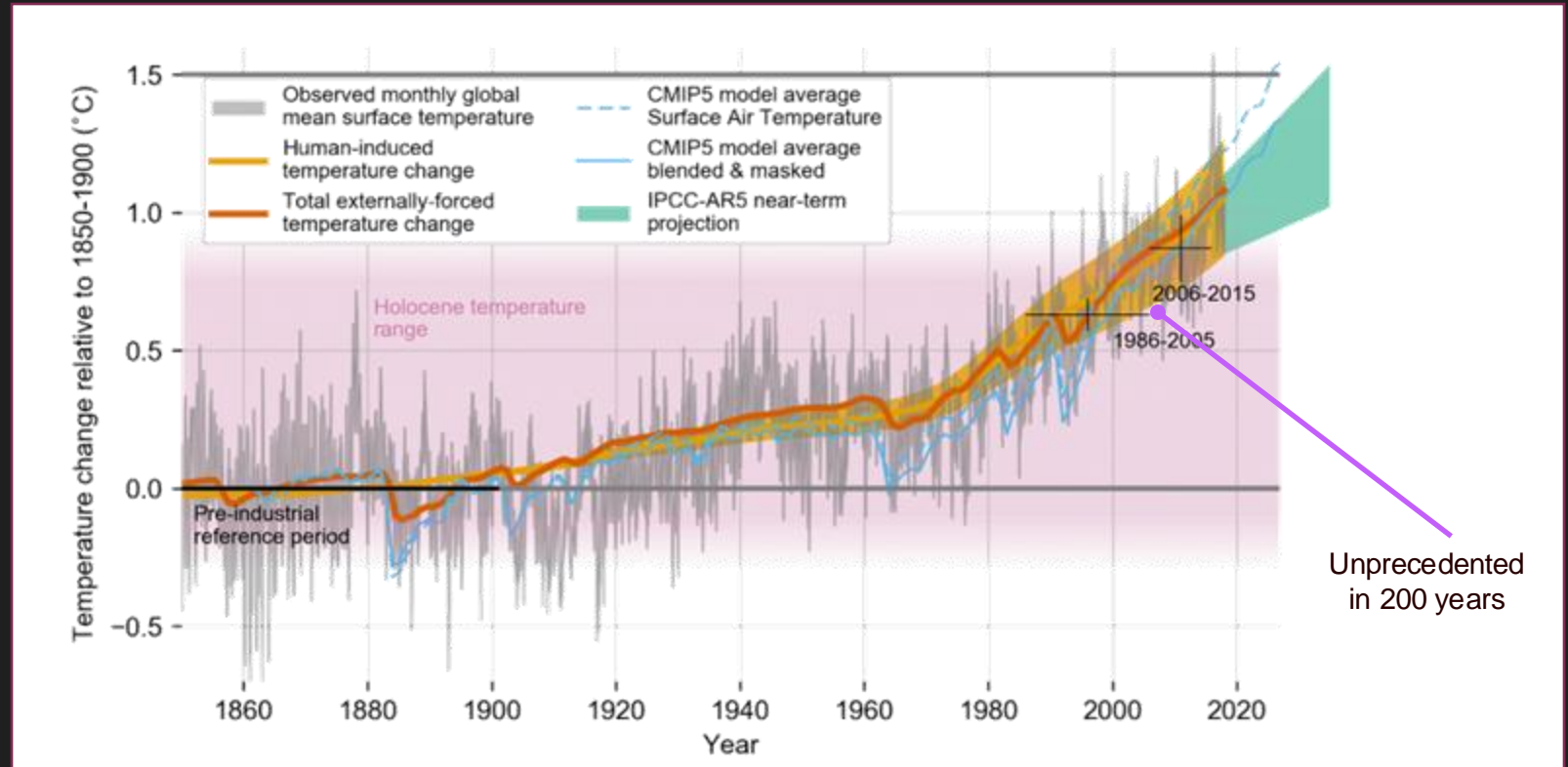
The background of the slide is a photograph of the interior of Antelope Canyon, showing smooth, undulating sandstone walls. A bright light source from the upper right creates a strong lens flare and illuminates the right side of the canyon. A green gradient is applied to the right side of the image, starting from the light source and fading towards the left.

# Our Shared Challenge

# The Climate Crisis

## Our Current Crisis

Without a doubt, humans continue to have an increasingly adverse impact on climate change



# The Economic and Societal Toll Is Enormous

Projected by 2050



**457MM**

More people vulnerable to poverty



**250,000**

More climate-related deaths per year



**\$23T USD**

Increased cost to repair and rebuild to address changing climate

# What Does The Advertising Industry Have to Do With Climate Change?



# Climate Anxiety Permeates Our Business



## Climate Anxiety in General

Half of executives cite climate change as a risk to their business ([PwC](#))



## Climate Disclosures Ramping Up

As part of global efforts to address climate change, many countries have mandated climate disclosure requirements for public companies ([ref](#))



## Greenwashing Regulation & Litigation

Activist litigation on false or misleading sustainability claims made in advertising is leading to 'green hushing' ([WFA](#))

# Our Industry Has So Much Potential to Help

## There's a communication problem

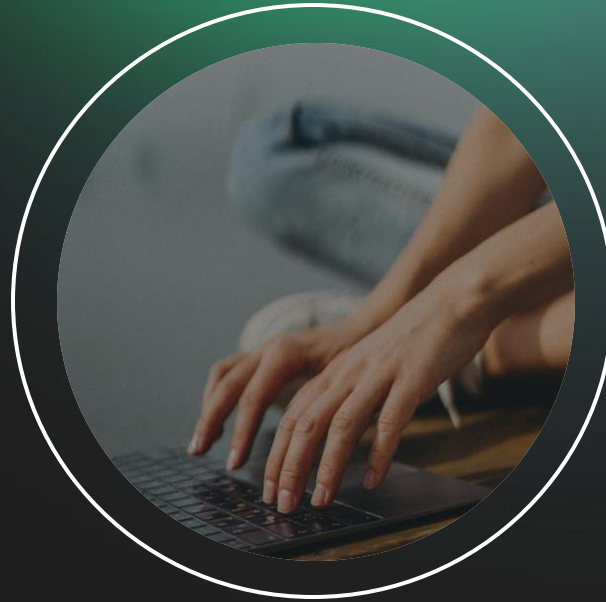
*“The climate crisis is, in part, a communication crisis. We already have the solutions we need to turn things around, but we are still paralyzed by misinformation and fear. We need a clear and compelling vision to move forward – a vision of a better future...”*

Dr. Jonathan Foley  
Executive Director, Project Drawdown

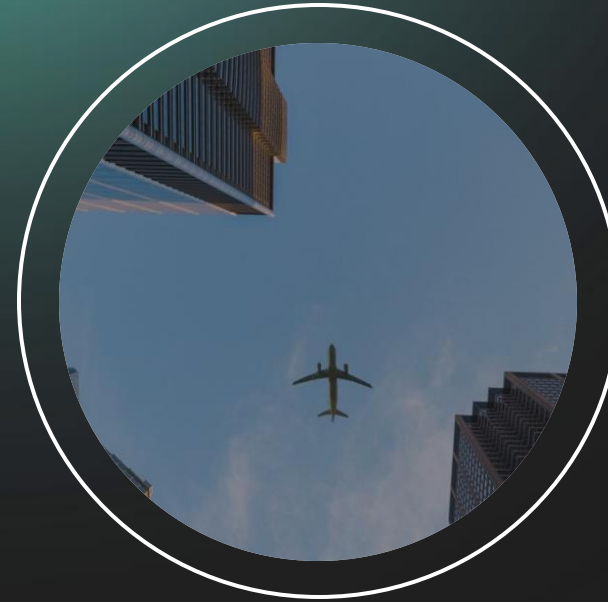


# **Our Industry Generates Emissions:**

**Powering Media Is  
More Energy  
Intensive Than  
Global Aviation**



**The Internet = ~4% of  
Global GHG Emissions**



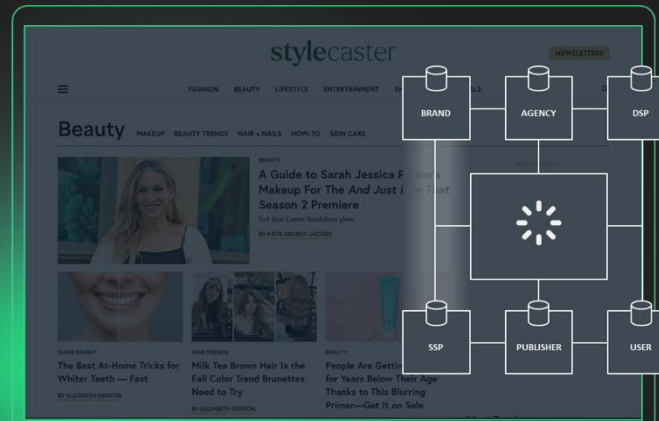
**Global Aviation = ~3.5% of  
Global GHG Emissions**

# How Media Generates Emissions

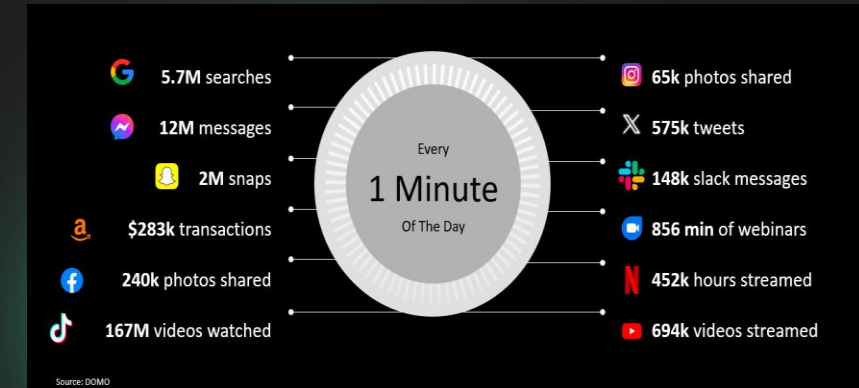
The Power Required to Enable Media's Data Transfer Is Enormous



**Advertising Powers the Internet**



**Advertising Emissions Come From Multiple Stakeholders**



**Media is a Constant Energy Consumer**

1 Million Impressions = 343 KG of CO<sub>2</sub>e (22,617 Smartphone Charges)

# How The Advertising Industry Can Address The Climate Crisis



Decarbonize Media



Shift Culture to Action

# IPG Mediabrands' Solutions

# Practice Mission

Be the Industry's Most  
**Progressive** and **Innovative**  
Holding Company on  
Climate Action

**Profit Through Purpose**



# Your IPG Mediabrands Sustainability Team



**Martin Bryan**

Global Chief Sustainability  
Officer



**Harrison Boys**

Head of Sustainability &  
Investment Standards, APAC



**Natalia Lugo**

Head of Sustainability  
LATAM



**Michael Hanbury-  
Williams**

Head of Sustainability and  
Purpose, EMEA



# IPG Mediabrands Five Point Climate Action Plan

1

## DECARBONIZE OPERATIONS

- Agency Net Zero by 2040: The Climate Pledge
- Content team trained to leverage AdGreen Production calculator
- Sustainable Production & Events Guides
- Sustainable travel policy by region

2

## DECARBONIZE MEDIA

- Scope3 & SeenThis global sustainable media partnership deals available
- Media Consumption Carbon Calculator available in 30+ markets
- 30% reduction in programmatic media emissions YoY in US market
- Commitment to Net Zero Emissions for Media 2030

3

## DEFUND MIS- AND DIS-INFORMATION

- Media Responsibility Index sustainability priority includes partner accountability on this
- Greenwashing training provided for all IPG MB Sustainability Champions (MWG)
- NewsGuard misinformation data partner activated

4

## EDUCATION & COLLABORATION

- MAGNA media trials, proving Purpose & Profit work together (attention)
- IPG MB Sustainability Forum & Research Showcase client events in 2024
- Project Drawdown creative concept is in development with MBCS global

5

## LEADERSHIP & CLIENT EXCELLENCE

- Climate Action workshop developed for clients
- Climate Action Accelerator Program with unique, industry-first climate solutions available for clients and partners via Orion savings

Hold Co  
Membership



Industry  
Collaboration



MEDIA  
RESPONSIBILITY  
INDEX

Products &  
Partnerships



PROJECT  
DRAWDOWN

# The Practice Priorities



## Decarbonize Responsibly

Regulation



## Sustainable Investments

Climate Action Accelerator Program

Climate Action Marketplace



## Purposeful Partnership

NGO + Private Partnership



# Forthcoming Reporting Requirements: Industry Media Emission Measurement Standardization Timeline



Working Groups Alignment

Industry Open Comment

Public Announcement

RFI Delivery & IPGMB Tools Integration

Q4 '23 – Q1 '24

Q2 '24

Cannes '24

Q3-4 '24



Voluntary framework to improve media's environmental efficiency through suggested common standards



Programmatic best practices, standardised signaling, and telemetry to signal within the Programmatic Supply Chain



Eliminate the negative environmental impacts of production



Advertising industry approach to sustainability

2024 Pending



2025 Reporting



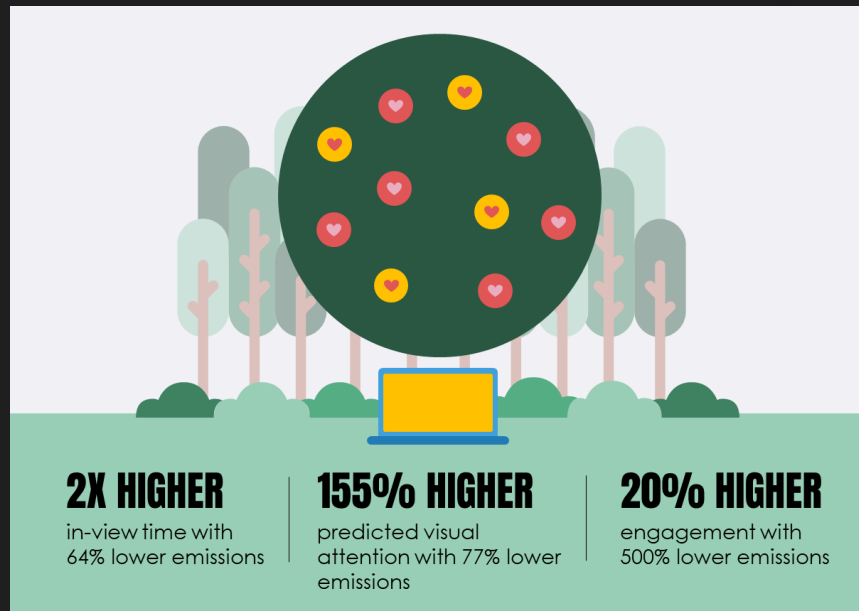
# Profitability Through Purpose

Sustainable media can deliver performance: Optimizing towards attention realizes lower emissions

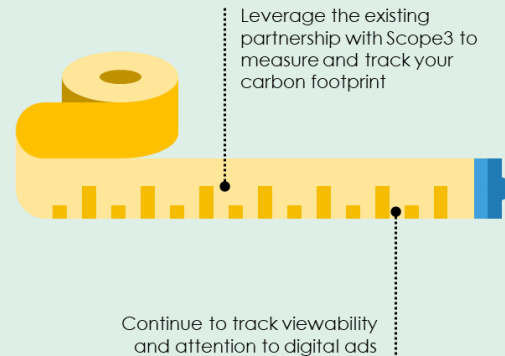
M/GNA MEDIA TRIALS

ORACLE  
Advertising

SCOPE3



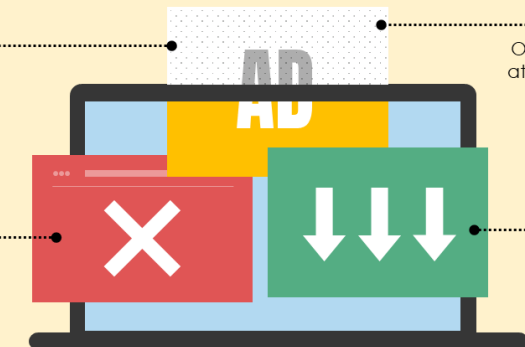
## MEASURE



## ACT

Avoid non-MRC compliant impressions

Shift spend to lower emissions partners and sites



Optimize to greater attention and lower carbon emissions

Lean into formats that have lower carbon emissions

# Consumers Demand Brand Action

According to our Magna global consumer climate action barriers and drivers study, Sustainable Choices

MAGNA MEDIA TRIALS

Teads

PROJECT  
DRAWDOWN



LESS

MORE

# Climate Action Accelerator Program

To drive urgent decarbonization of our industry, we have forged unique climate solutions – at a discount – for our clients and media partners to utilize:

SAVE

## Climate Action Marketplace

SEEN  
THIS

 PubMatic

## Media Activation

*Teads*



MiQ triplelift inMOBI

FUND

*Over 1,000 partnerships worldwide*

## Measurement

51-

SCOPE3

## Renewable Energy

Schneider  
Electric

## Carbon Credits

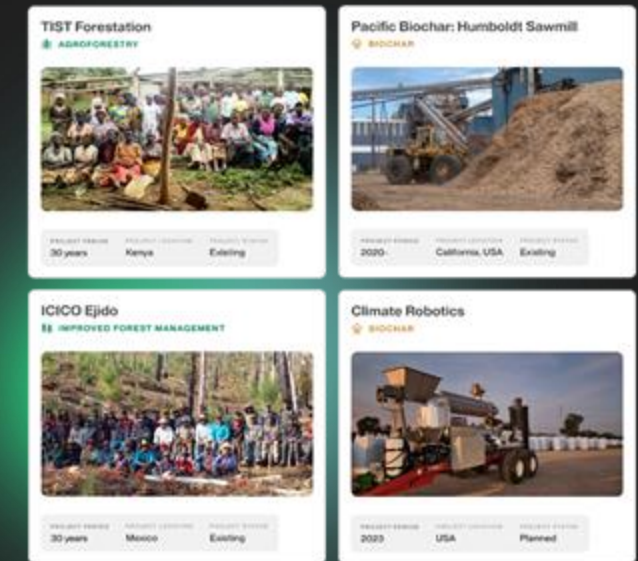
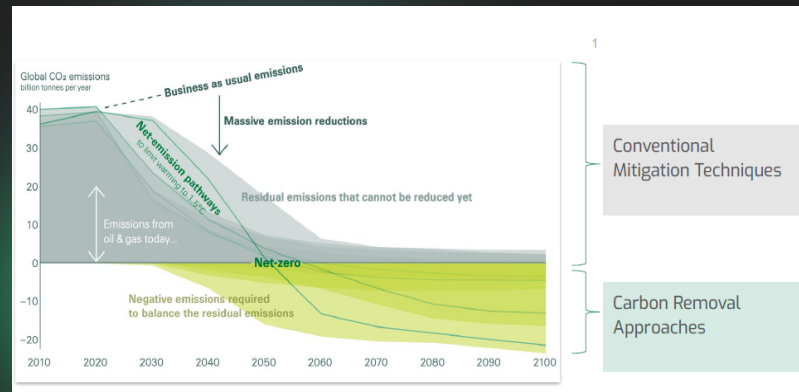
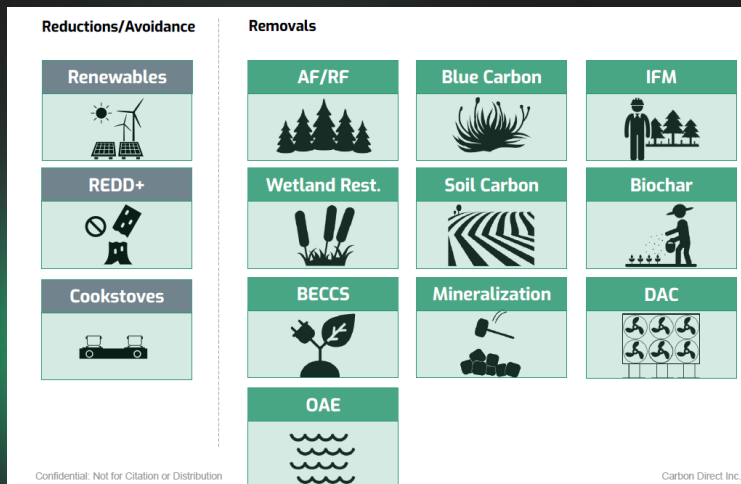
 Carbon  
Direct

## Research



# Durable Carbon Credits with Carbon Direct

For consideration, most respectable carbon marketplace with curated carbon removal projects for IPGMB clients



Carbon Credits Are a Mix of Nature based and engineered solutions

Carbon Credits Are Part of Our Toolbox of Climate Solutions

Curated, High Quality Carbon Removal Portfolio

# Climate Action Client Workshop

Understanding How to Implement Climate Action Best Practice in Marketing from Content to Activation



Consumer

What do consumers expect from client and the category to act and communicate on climate?



Culture & Connection

What are the current cultural and connection opportunities to engage on climate?



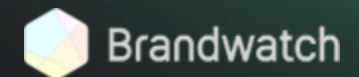
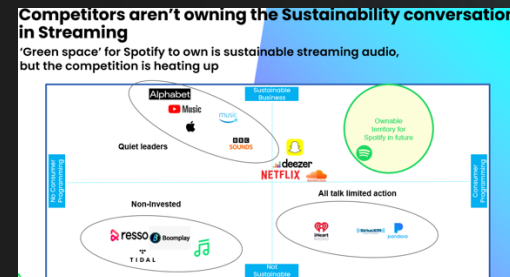
Competitive

What are client's competitors doing and communicating with consumers on climate?



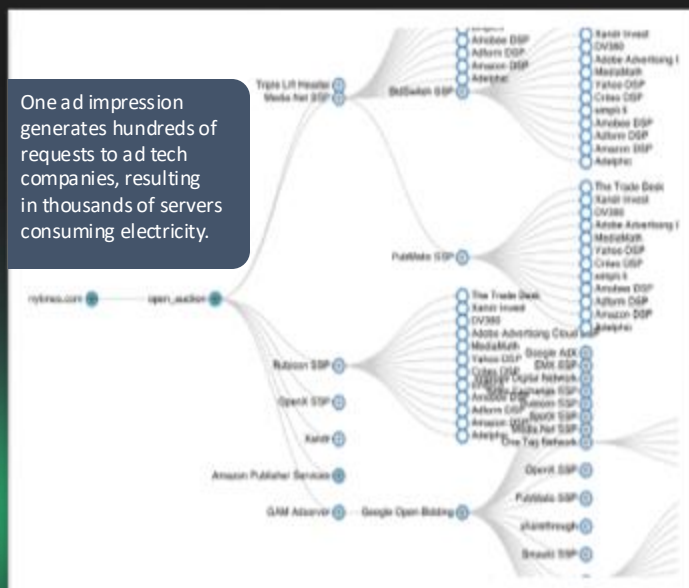
Company

What is the client doing to address the climate crisis and how is the brand perceived by consumers?



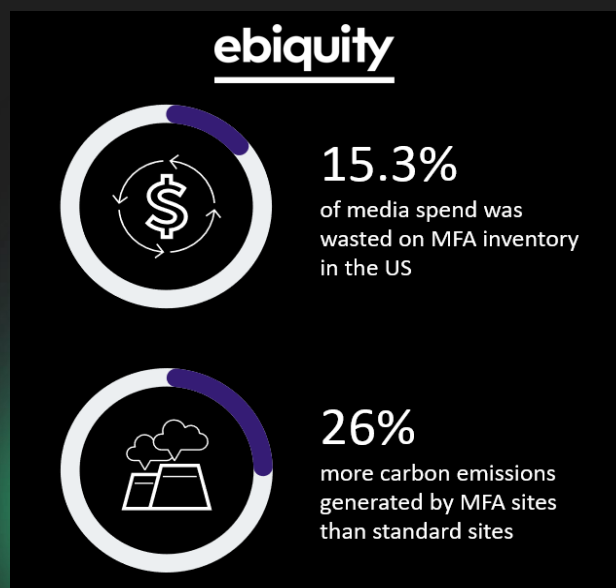
# Scope3: Media Measurement & Optimization

Opportunity to lean in and help Reduce with Emirates



## The Programmatic Problem

Complex supply chain = more energy required = more emissions = bad



## Wasted Impressions: MFA

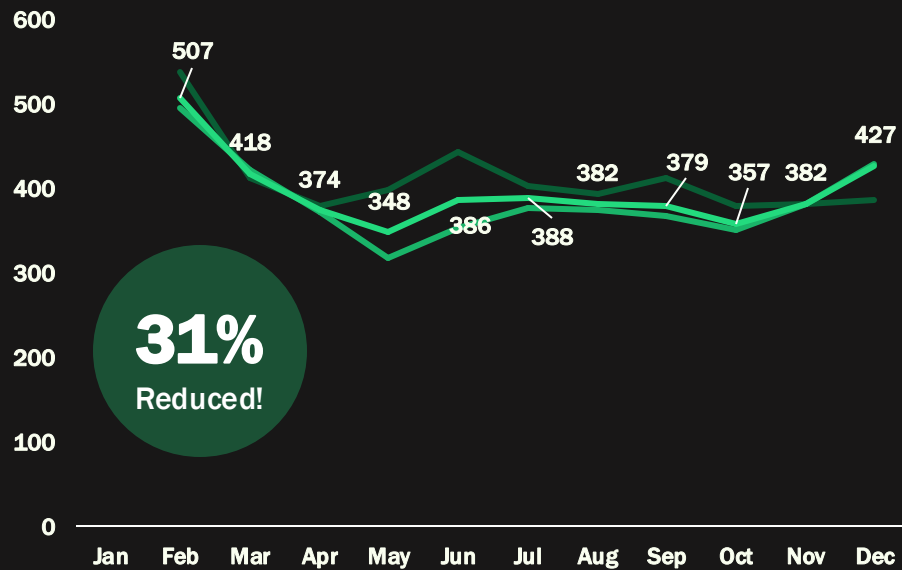
Advertisers are wasting ad spend and generating more emissions on 'made for advertising' websites



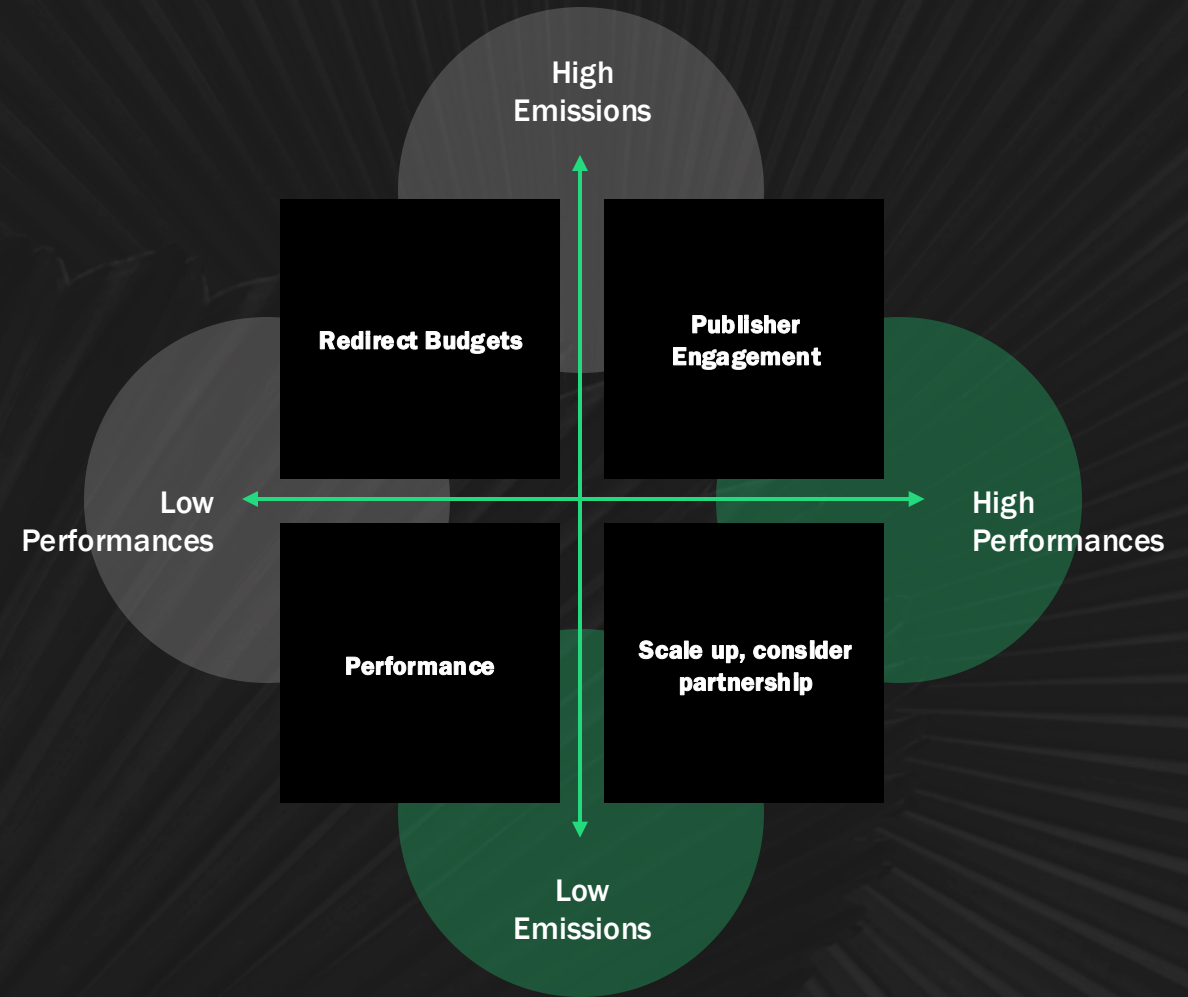
## IPGMB US Pilots Reduction

12 month commitment to reduce YoY emissions in programmatic in US by 30%

# Our YoY Reduction Results



# Strategy



# 2024 TRENDS REPORT

# Our Industry Has So Much Potential to Help

There's a Communication Problem



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**DR. JONATHAN FOLEY**

Executive Director, Project Drawdown

# Climate Action Prioritized



# Collective Climate Action Is Required

## 30%

Total emissions reductions that can be produced by individual and household actions to avoid dangerous climate change (>1.5 °C rise).

## 70%

Total emissions reductions that can be produced by industry (i.e., brand, government, etc.) actions to avoid dangerous climate change (>1.5 °C rise).

Source: Project Drawdown

# Meaningful Climate Actions Required: Households & Individuals

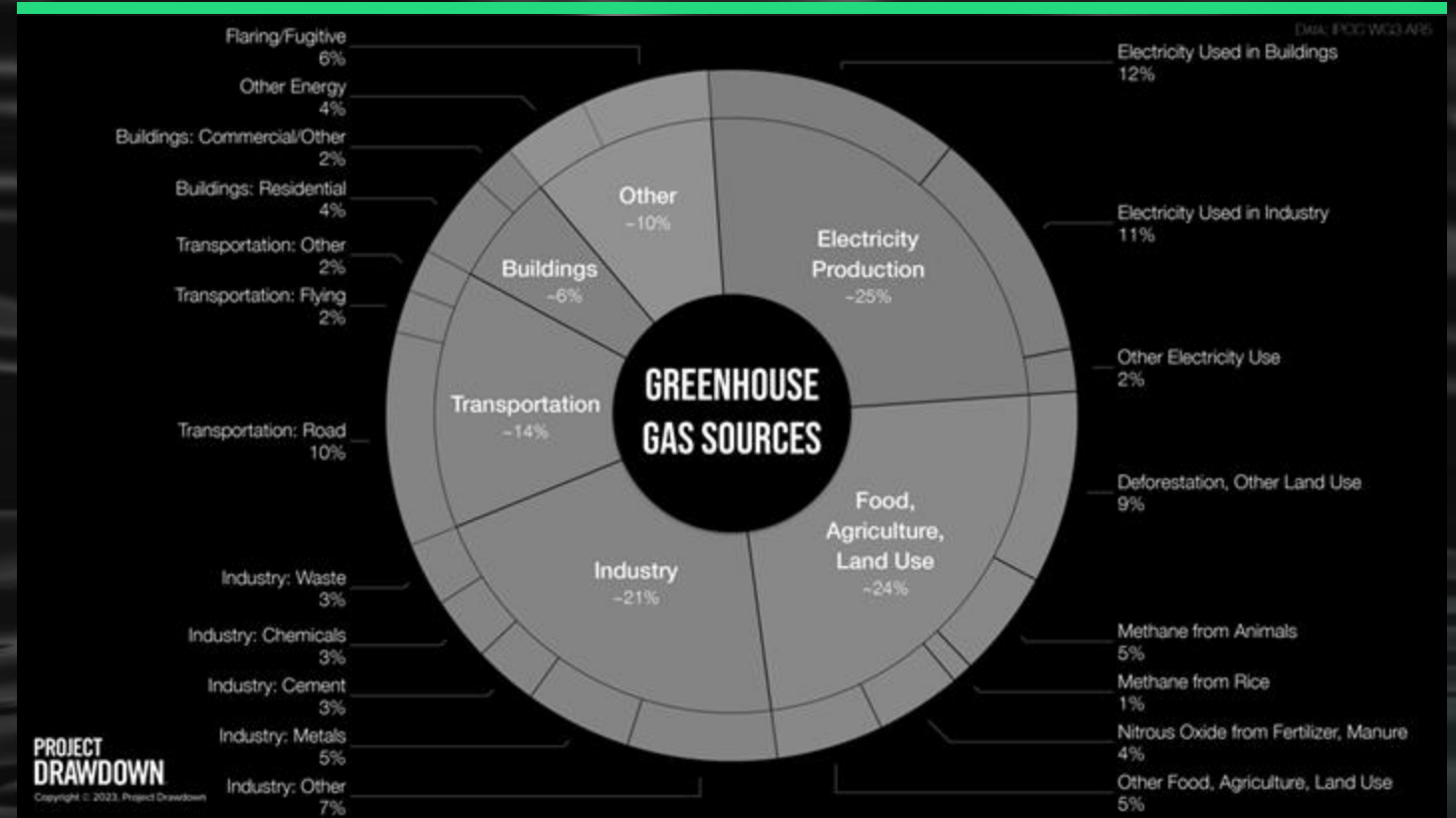
## TOP 20 HIGH-IMPACT CLIMATE ACTIONS FOR HOUSEHOLDS AND INDIVIDUALS

The data presented here represents cumulative Gt CO<sub>2</sub>-eq over 30 year period



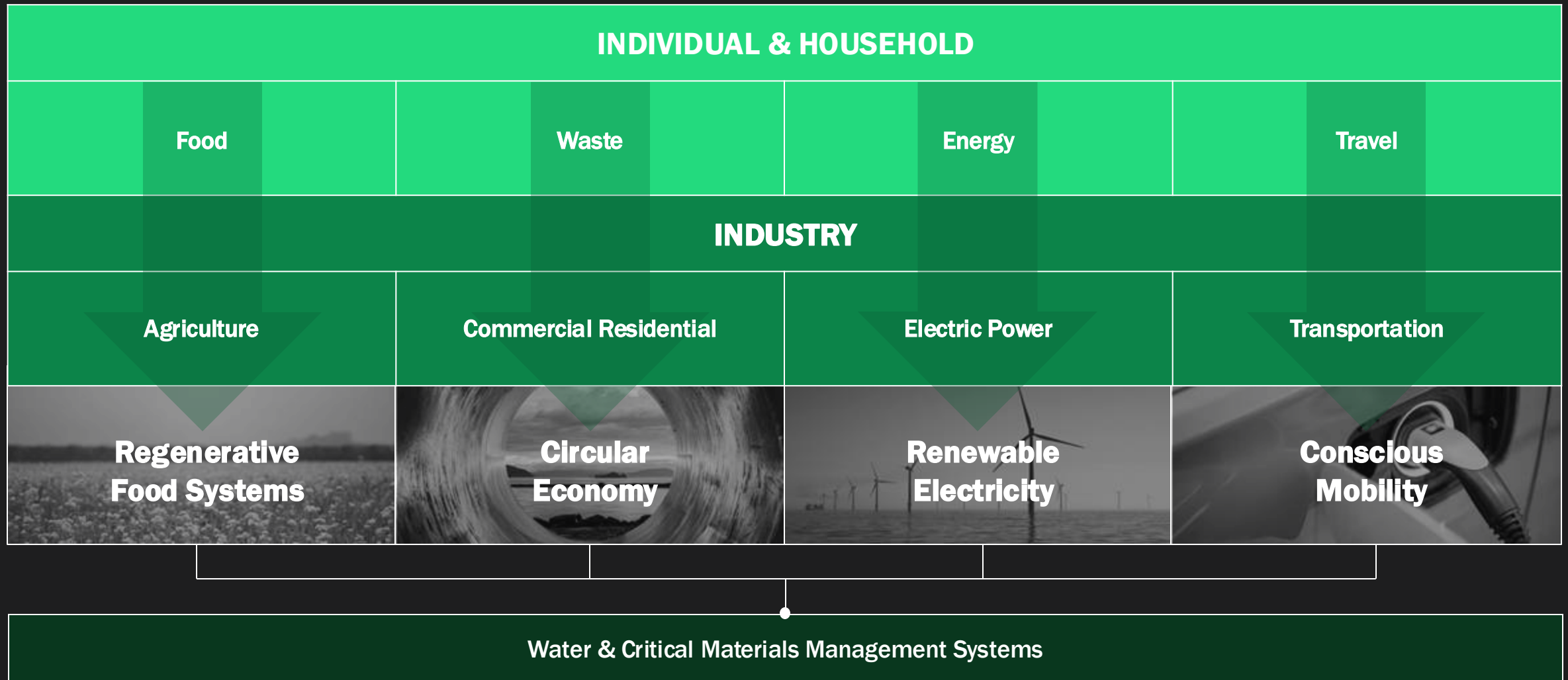
Source: Project Drawdown

# Meaningful Climate Actions Required by Industry



Source: Project Drawdown

# Trends Aligned to Meaningful Climate Action





**04.18.24**  
**SAVE THE DATE**

FOR OUR SECOND ANNUAL

IPG MEDIABRANDS  
**SUSTAINABILITY**  
FORUM

where you will hear from agency leaders, partners and climate experts about the role advertising plays in the climate crisis and how we can work together to create meaningful change.



# Next Steps

# Next Steps

- TBC

# Thank You