

AD NET ZERO

TRAINING

Sustainability best practice
for advertising professionals

ABOUT THE AD NET ZERO TRAINING

The Ad Net Zero Training is a qualification to help people working in the advertising and marketing services industries understand the climate crisis and the actions to achieve net zero emissions from the development, production and media placement of advertising. The UK training has recently been updated in 2022 and a separate training is now available with a specific module aimed at helping international advertising professionals understand the rules and regulations globally.

By changing the way we work and embedding social contribution at the heart of the work we make, we will play a critical role in helping the world in its response to the climate crisis. This course aims to empower individuals with the knowledge and practical skills to take positive action.

Through 5-8 hours of online learning, participants will gain:

- An essential understanding of the climate crisis
- Appreciation of our industry's role to take positive climate action
- Techniques to measure the carbon emissions related to the work we produce across the advertising process and how to go about reducing them
- Provocation about what we can do as advertising and marketing services professionals to promote a more sustainable way of life
- Guidance on how to avoid greenwashing in advertising

The course offers:

- Data and research in sustainability and advertising
- The latest real-world insights from industry leaders
- Examples of best practice work from companies from all over the world
- A range of content formats including interactive activities
- Quick quizzes at the end of each module to consolidate learning
- Practical tips and take outs to implement in our day-to-day work

Who's it for?



PROFESSIONALS

This qualification is for anyone in the industry who wants to learn more about how to work in a more sustainable way and wants to be part of the change required by the sector in this critical decade for climate action.



COMPANIES

Encouraging completion of this course will demonstrate a company-wide commitment to action on the climate crisis as well as ensuring employees have an up-to-date understanding of the opportunities and challenges facing our industry on the path to net zero.



CROSS-COMPANIES

The course also aims to drive dialogue with agencies and clients alike to embed sustainable goals in campaigns across the industry.

HOW THE COURSE WORKS

Learning is delivered via five modules to help participants understand the key concepts related to our climate future and where to seek out tools to enable them to act in their professional role and as a member of society. The course also offers further reading to deepen understanding of the topics, but this is optional.

MODULE
01

Climate fundamentals

Climate change, its history and current key legislation, policies, initiatives and organisations to be aware of

MODULE
02

Ad Net Zero

A deep dive into Ad Net Zero, its origins, ambitions and the action plan needed to drive change through the advertising industry

MODULE
03

Changing the way we work

A step-by-step guide to the actions we need to take as individuals and businesses, exploring the proportionality of impacts and decisions we make around all aspects of the way we work

MODULE
04

Sustainable behaviour change

An introduction to the #ChangeTheBrief initiative, focusing on how the skills and influence of the industry can be applied to promoting sustainable lifestyles with practical ways to incorporate action into the creative process

MODULE
05

Understanding the rules and regulations around greenwashing in advertising

A guide to good work practice in making environmental claims. It helps you understand the regulatory landscape, reviews examples of rulings by regulators – for example, in the UK, the ASA – and provides global examples for those taking the international training. It also offers practical tips for both agencies and clients

The qualification culminates in an online 30-minute multiple choice exam. A digital certificate of completion and 1 x MIPA star is awarded to all delegates who successfully pass the exam.

Training Consultants & Contributors

CONSULTANTS

Alexander Cronin – Senior Environmental Management Consultant, Green Element
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Tricia Duffy – Strategy Advisor, AdGreen
Jo Coombes – Project Director, AdGreen
Amelie Lambert – Communications and Sustainability Consultant
Rae Burdon – Founder, Wikiregs
Chris Alden – Sustainability and Technology Copywriter

ADVERTISERS

Sebastian Munden – Chair, Ad Net Zero and former EVP, Unilever UK & Ireland
Margaret Jobling – Group Chief Marketing Officer, NatWest

AGENCIES

Caroline Davison – Managing Director & Sustainability lead, ELVIS
Rob McFaul – Co-Founder, Purpose Disruptors and #ChangeTheBrief advisor, Mindshare
Pauline Robson – Managing Partner, MediaCom
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Natasha Allard – Senior Manager, Global Environment Strategy, dentsu

THE IPA TEAM

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Louise Hinchliffe – Associate Director of Professional Development, IPA
Michael Smith – Online Qualifications Content Developer, IPA

INDUSTRY BODIES

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Rachel Aldighieri – Managing Director, Data & Marketing Association
Justin Davis – Copy Advice Executive, ASA
Tom Merryweather – Complaints Executive, ASA
James Ogilby – Senior Investigations Executive, ASA
Ruth Piper – Complaints Executive, ASA
Janet Taylor – Copy Advice Executive, ASA

THE AD NET ZERO TEAM

Stephen Woodford – Chief Executive, Advertising Association
Matt Bourn – Director of Communications, Advertising Association
Jan Sanghera – Project Manager for Ad Net Zero

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The pressing challenge of climate change requires a system-wide and fundamental response from our industry to change the way we work in order to change the work we make. This updated training qualification arrives at the right moment for us to take responsibility as individuals to learn and put into practice techniques and approaches that are all geared towards positive climate action. I encourage everyone in our industry, from brands through to agency teams, from media-owner sales teams to ad tech providers, to take the time to achieve this qualification.

Sebastian Munden, Chair, Ad Net Zero and former EVP, Unilever UK & Ireland

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This year, we rolled-out Ad Net Zero training to our Creative Shop team across EMEA. It's essential to empower our creative strategists in leading sustainability-related conversations with brands, production partners and media agencies. The training is a step forward for our industry to enable a consistent approach to reducing emissions across the advertising process. Understanding tools like Change The Brief, Eco-effectiveness measurement, as well as resources on how to avoid greenwashing are particularly useful to creatives strategists focused on net zero campaigns. I'm excited to see the impact on both society and business that will come from the broader adoption of Ad Net Zero.

Isabelle Quevilly, Director Creative Shop UK, Meta

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The Ad Net Zero Training has been an invaluable tool in educating and inspiring our teams across all departments. Awareness of climate change keeps growing, becoming a key consideration for both our Group's internal sustainability goals and those of our clients. This training has helped educate our staff on what climate change is, what we can individually do and how we can help clients be more sustainable in their communications strategy and production. It has sparked interesting debates and briefs and we hope to grow the training globally as a key tool in helping our industry shape a positive future for people and planet!

Joanna Yarrow, M&C Saatchi Life Founding Partner

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HOW TO SIGN UP

The training qualification will be available from 9 November 2022 on the IPA's globally recognised CPD platform. The cost is set at £60 for Ad Net Zero Supporters and £120 for everyone else.

SIGN UP

ABOUT AD NET ZERO

Ad Net Zero is the ambitious plan for our industry to help tackle the climate emergency by decarbonising ad operations and supporting every industry to accurately promote sustainable products and services.

Set up by the Advertising Association, in partnership with the IPA and ISBA, Ad Net Zero launched its action plan in November 2020. The plan consists of five workstreams which aim to address emissions from every part of the industry, as well as use advertising's positive influence to help shift consumers towards more sustainable behaviour.

Following a global launch at LIONS in summer 2022, we have seen an explosion of backing for this initiative from across our industry and proudly count support from the world's six biggest agency holding groups, media owners, tech companies, advertisers, and independent creative and production agencies.

EMAIL FOR MORE INFORMATION

ADNETZERO.COM



LINKEDIN



#AdNetZero