



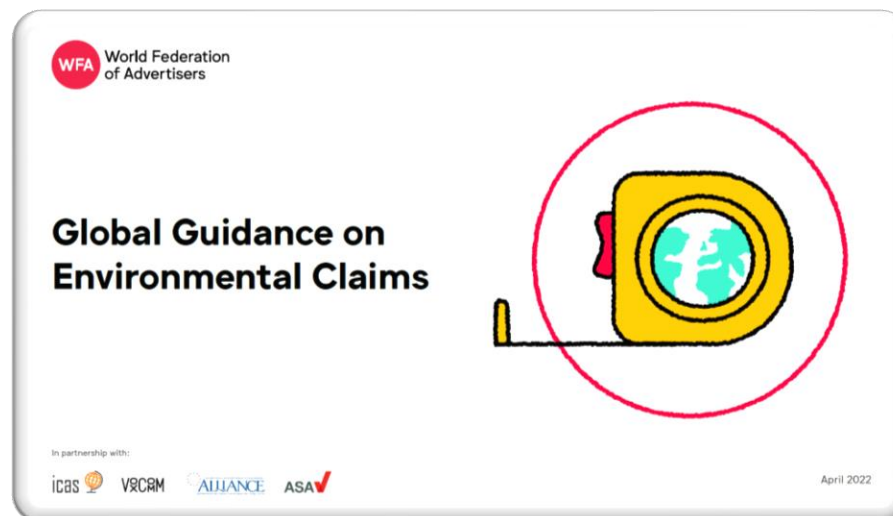
# Marketing & Sustainability

# Our Commitment



1. Raise awareness
2. Support Greek marketers to use the power of marketing as a force for positive change
3. Offer the right tools
4. Create a network of local climate champions to make change at big scale

# Our Tools



\* Για να κάνετε download τον οδηγό συνδεθείτε στο QR code



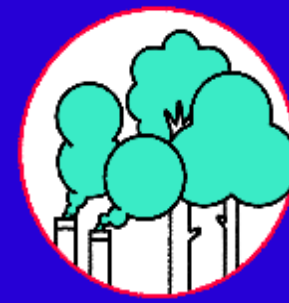
# What is the *Planet Pledge*?

An initiative launched April '21 designed to put marketers in a position to:



1. Help lead brands' responses to climate change
2. Encourage efforts across the wider marketing industry
3. Help consumers act more sustainably when using their products and services

# Why we support *Planet Pledge* in Greece?

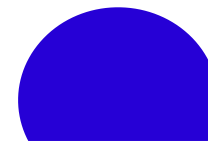


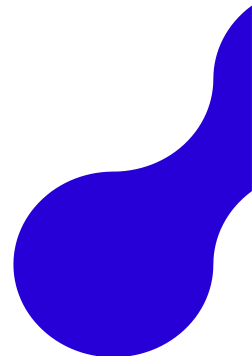
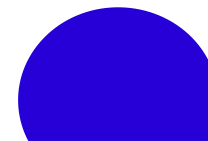
1. A transparent & well-planned global initiative designed by WFA to help accelerate the Race to Zero
2. A serious and trustworthy effort, inextricably linked to UN's efforts for Race to Zero
3. A call for commitment @ CMO level, while SDE works closely with CMO's to promote Better Marketing





Signatories  
[WFAplanetpledge.org](http://WFAplanetpledge.org)

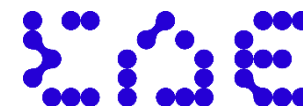
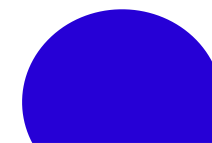






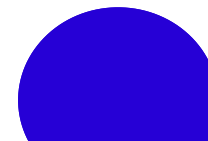
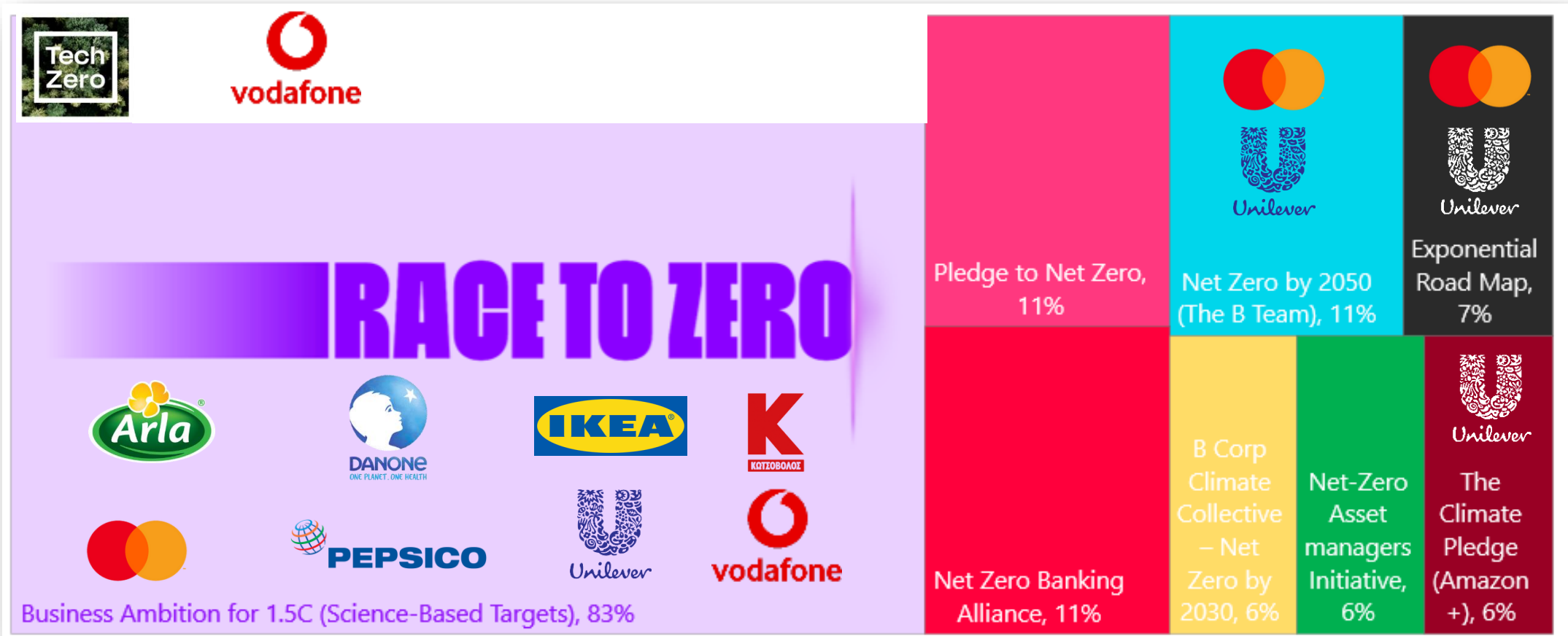
# Supporters in Greece

[sde.gr/planet-pledge](http://sde.gr/planet-pledge)









# Local PP members' commitment to Race to Zero programs







# The 4 commitments

The Planet Pledge is a framework commitment for brand owners to help make marketing part of the solution to the climate emergency. There are four commitments:

 An icon showing a cluster of green trees with brown trunks, enclosed in a red circle.	To join and champion <b>Race to Zero</b> and to encourage your partners to do the same
 An icon of a woman with dark hair wearing a yellow polka-dot shirt, surrounded by several glowing lightbulbs, enclosed in a red circle.	To help raise the bar in terms of <b>knowledge</b> on marketing and sustainability
 An icon of a hand holding a megaphone with a globe on its face, enclosed in a red circle.	To improve marketing communications and make a positive difference by encouraging sustainable behavior and <b>inspiring action</b>
 An icon of a yellow measuring tape with a globe on its face, enclosed in a red circle.	To <b>build trust</b> in marketing communications by substantiating environmental claims and helping consumers make sustainable choices with confidence.

# Tools & Assets

	<p><b>Race to Zero</b></p> <p>Encourage your current and future business partners and supply chain to commit to Race to Zero - <a href="#">Template letters "Wording to Supply chain"</a></p>
	<p><b>Knowledge</b></p> <p>Enable your teams to better understand the issue and their role in addressing it with the use of learning tools, as the <a href="#">Learning Hub</a></p>
	<p><b>Inspire action</b></p> <p>Harness the power of your marketing communications to drive more sustainable consumer behaviours. Get inspired by other <a href="#">Case Studies</a> and share your sustainability stories</p>
	<p><b>Build trust</b></p> <p>Ensure that all your communications are legal, honest and truthful and reassure that your claims are valid by using the <a href="#">Global Guidance on Environmental Claims</a></p>

# 1. Tools & Assets



wfaplanetpledge.org



observatoryinternational.com

## EXISTING PARTNERS/SUPPLIERS DRAFT WORDING

Time is running out to put our society on a pathway to net zero emissions by 2050, and every sector of the economy must play its part in delivering this transformation. Companies like <INSERT COMPANY NAME> have multiple roles to play from reducing emissions within our own business and value chains to leading the way as marketers by enabling consumers to make more sustainable choices.

<INSERT COMPANY NAME> recognises the urgent need to transform our business and close the emissions gap and we have committed our own organisation to transform to net zero by becoming a signatory of (delete or add as appropriate) Business Ambition for 1.5, Climate Pledge, Exponential Roadmap Initiative and to champion the UN's Race to Zero within our organisation and externally.

To effectively reach net zero and have an impact it is important that we work with our existing partners across our supply chain to collectively drive lower levels of emissions. Which is why we are asking you to join us and work together in championing the Race to Zero campaign. To do this there are multiple platforms that you can become a signatory of including:

- 1.5 Supply Chain Leaders
- SME Climate Hub

To raise awareness of the Race to Zero it is essential that we are vocal in our support to achieve net zero emissions. So, via the WFA's Planet Pledge, we have committed to champion the work of Race to Zero on our company websites, and we ask you as a partner to do the same by <INSERT DEADLINE>

In addition, we would encourage you to highlight the work of Race to Zero to your existing partners and encourage them to become a signatory of a platform relevant to them.

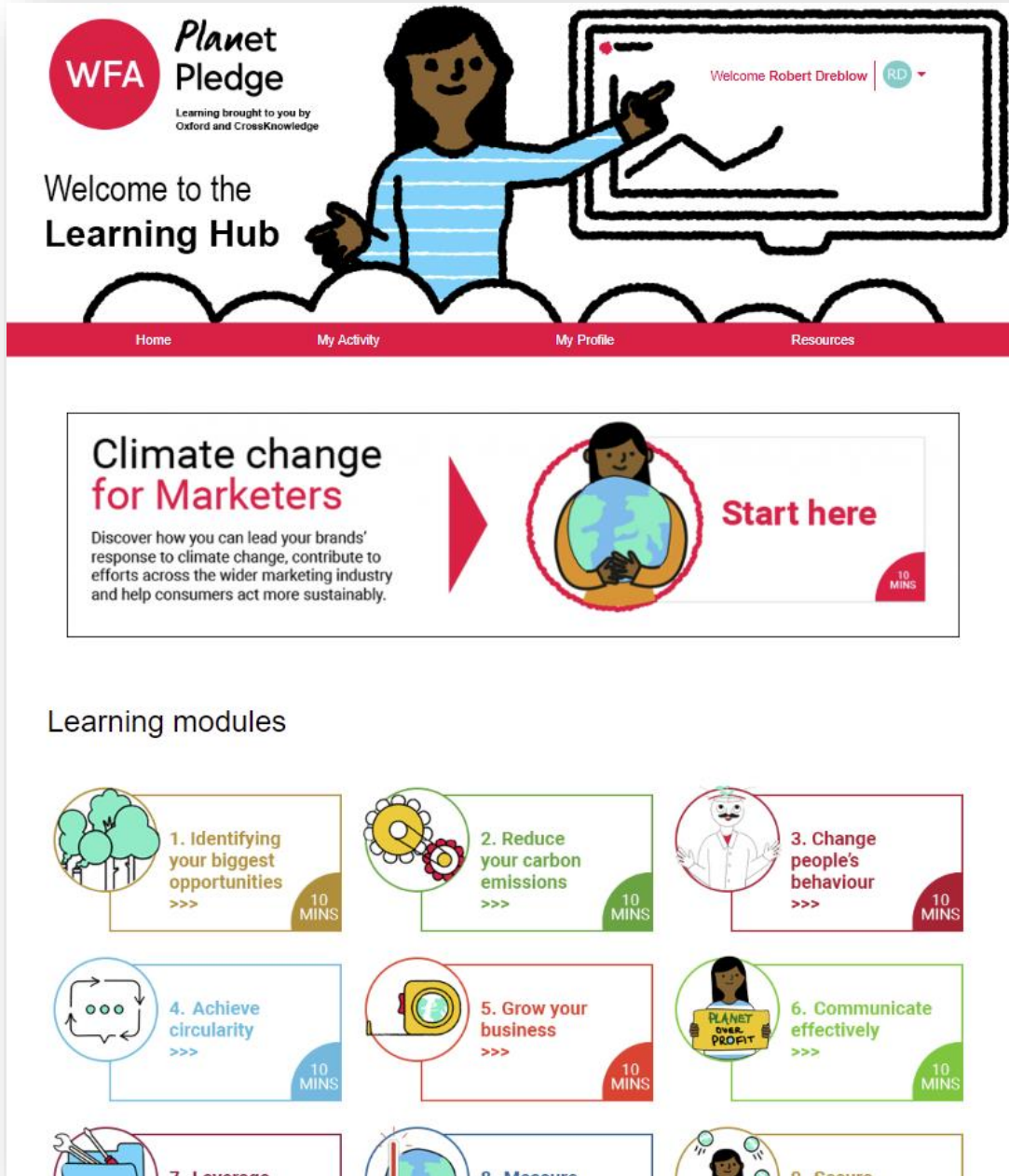
The Race to Zero is a long-term commitment and we will continue to challenge any future partners on their dedication to achieve net zero emissions and ask them to become a signatory of a relevant platform.



## Advocacy to supply chain



# 2. Tools & Assets



The screenshot shows the WFA Planet Pledge Learning Hub interface. At the top left is the WFA Planet Pledge logo with the tagline "Learning brought to you by Oxford and CrossKnowledge". Below the logo is the text "Welcome to the Learning Hub". A central illustration depicts a woman pointing at a whiteboard that says "Welcome Robert Dreblow | RD". A navigation bar at the bottom of the header includes "Home", "My Activity", "My Profile", and "Resources".

The main content area features a prominent card titled "Climate change for Marketers" with a red arrow pointing to a "Start here" button. The card text reads: "Discover how you can lead your brands' response to climate change, contribute to efforts across the wider marketing industry and help consumers act more sustainably." An icon of a woman holding a globe is next to the button, and a "10 MINS" badge is in the bottom right corner.

Below this is a section titled "Learning modules" containing a grid of nine module cards, each with an icon, title, and "10 MINS" badge:

- 1. Identifying your biggest opportunities
- 2. Reduce your carbon emissions
- 3. Change people's behaviour
- 4. Achieve circularity
- 5. Grow your business
- 6. Communicate effectively
- 7. Leverage
- 8. Measure
- 9. Secure



## Learning Hub

# 3. Tools & Assets




WFA World Federation of Advertisers

Knowledge Connections Leadership Tools About WFA

> Knowledge > Sustainability Stories > Overview

## Sustainability Stories




### Can marketing help build a more sustainable future for our planet?

Marketing communications can promote and reinforce attitudes and behaviours which will help the world meet the challenges laid out in the UN Sustainable Development Goals (SDGs).


To help enable this, WFA has committed to sharing successful initiatives in order to inspire more companies to take action. This collection of sustainability stories is the first step on that journey.

Signatory companies to WFA's Planet Pledge commit to harnessing the power of their communications to promote sustainable behaviours, which are in line with the SDGs, with their employees and consumers at large.


We would welcome information about your own experiences and actions (anonymously if you prefer). You can [share your story here](#).



**Communications**  
Brands harnessing the power of communications to drive more sustainable consumer behaviours



**Commitment**  
Brands committed to being a part of the solution and encouraging their supply chain to do the same



**Capabilities**  
Brands scaling the capability of marketing organisations to lead for climate action, by providing tools and guidance



## Case Studies



# 4. Tools & Assets

**World Federation of Advertisers issues landmark 'greenwashing' guidance to brands**



## Global Guidance on Environmental Claims



# How green is “green”?

More than 80 widely used reporting initiatives and methods for carbon emissions only!

17% of products on store shelves in the U.S. make at least one sustainability claim on their packaging!

More than 200 environmental labels active in the EU and more than 450 active worldwide!

In 6 months, regulators in the U.S., Britain, Norway and the Netherlands have collected millions of \$ for greenwashing!



*Yet, few standards exist for determining what makes a sustainability claim accurate*



# Is Green-hushing the new Greenwashing?

It is important that brands follow a framework for sustainable claims that will protect them from greenwashing, while prevent them from green-hushing.



# Legislation ante portas

The EU seeks to tackle false environmental claims and prevent greenwashing:



1. The French Climate and Resilience Law (in force 1/1/2023)
2. The Proposal for a Directive on empowering consumers for the green transition (2024-25)
3. The Proposal for a Directive on Green Claims (due on 22-3-2023)

# How to avoid Greenwashing & Green-hushing | GREECE

In order to check their environmental claims for accuracy and avoid greenhushing, Greek marketers could consult:

1. The Greek Advertising and Communications Code
  - a. Articles 5 & 22
  - b. Annex C of the Code
  - c. Special Chapter E of the Code
  
2. The WFA “Global Guidance on Environmental Claims”

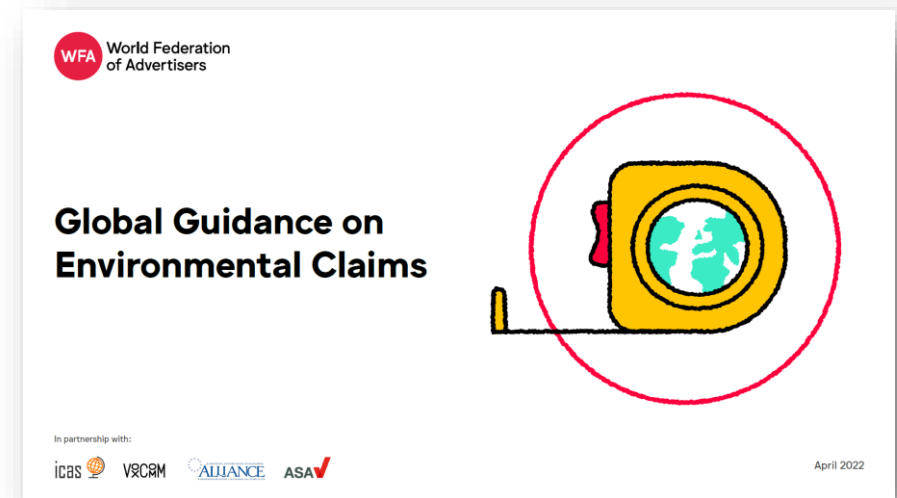


# Global Guidance on Environmental Claims

WFA

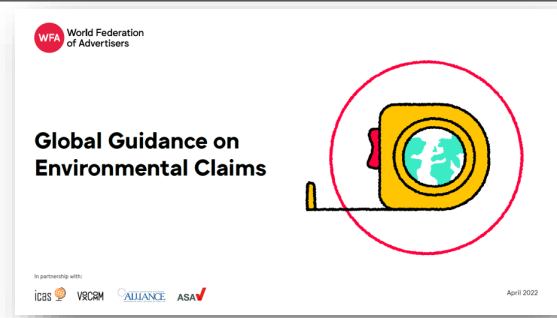
**A first-of-its-kind sustainability guide that helps brands:**

- **Ensure the environmental claims in marketing communications are credible and can be substantiated, so that consumers and regulators can trust them.**
- **Avoid risk of enforcement action by regulators.**



Created by:  
The International Council for Advertising Self-Regulation (ICAS)  
The European Advertising Standards Alliance (EASA)  
With the support of environmental experts from UK's Advertising Standards Authority (ASA)

# Global Guidance on Environmental Claims



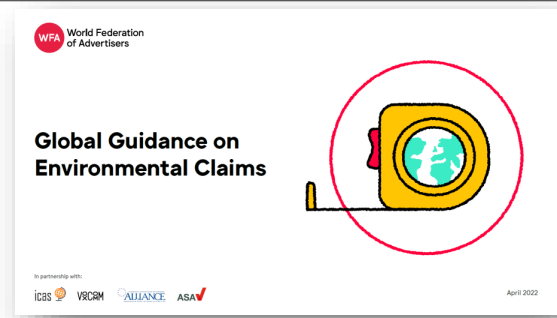
## What are environmental claims?

Any claims about the environmental attributes or impact of a product or business, including :



- claims that a product or business has no negative impact,
- a positive impact,
- or a comparatively better impact on the environment.

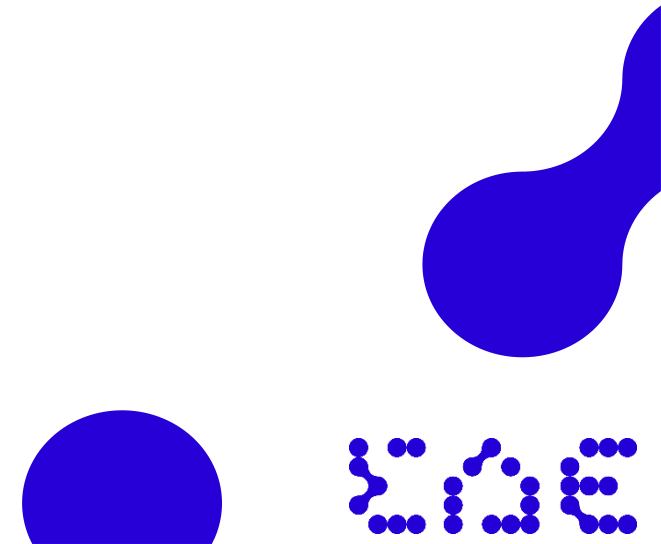
# Global Guidance on Environmental Claims



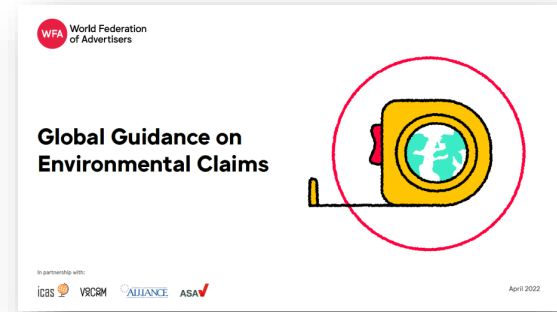
## What are misleading environmental claims?

### Claims :

- not properly substantiated
- Exaggerated or presented in an unclear /ambiguous /inaccurate manner
- containing false information
- omitting key data



# Global Guidance on Environmental Claims



## 6 key principles



### Principle 1

Claims must not be likely to mislead, and the basis for them must be clear.



### Principle 4

Marketers must base general environmental claims on the full lifecycle of their product or business.



### Principle 2

Marketers must hold robust evidence for all claims.



### Principle 5

Products compared in marketing communications must meet the same needs or be intended for the same purpose.



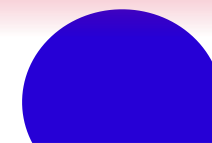
### Principle 3

Marketing communications must not omit material information.



### Principle 6

Marketers must include all information relating to the environmental impact of advertised products that is required by law, regulators or Codes.



# Global Guidance on Environmental Claims

## Case studies



### MSC Cruises

- Belgium (OOH)

A Belgian ad for MSC Cruises attracted a complaint from a consumer who took issue with the company's claim to be **100% carbon-neutral**. She argued that it was unacceptable greenwashing but did the regulator agree?

To find out if this decision was upheld, [click here](#).





# Global Guidance on Environmental Claims

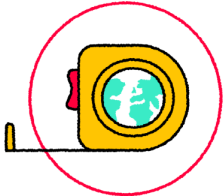
## Case studies

### EasyJet

- France (Press Ad)

EasyJet's claim in a French press ad that it doesn't **“teach lessons, we offset our emissions”** and **“From 2019 we are offsetting our carbon emissions from the fuel used on all our flights by supporting environmental projects”** attracted a complaint.

To find out if this complaint was upheld, [click here](#).



# Global Guidance on Environmental Claims

## Case studies

**Lavazza**  
- France (Billboard poster)

A visual in an ad for coffee brand Lavazza attracted a complaint to the Jury for Advertising Ethics as it appeared to suggest that drinking the brand would aid planet protection.



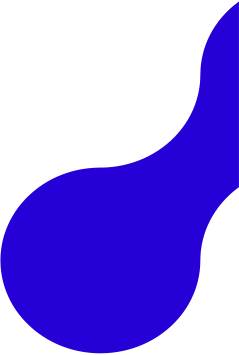
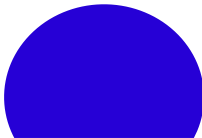
WFA World Federation of Advertisers

### Global Guidance on Environmental Claims

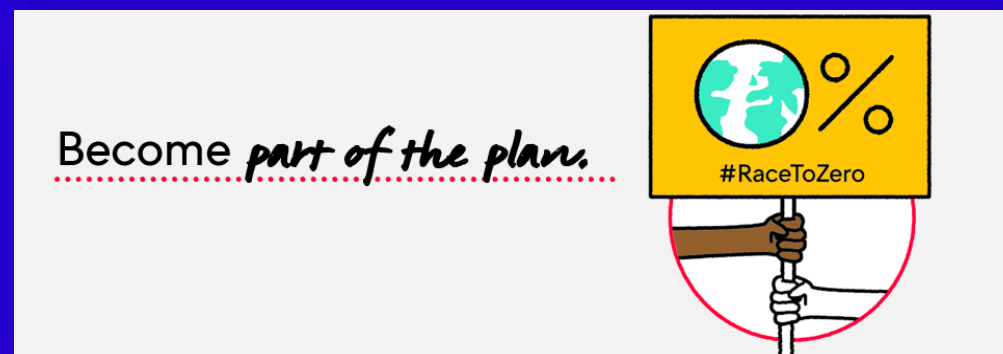


In partnership with: ICBS VBCRM ALLIANCE ASA

April 2022



We are proud to be *#partoftheplan*  
and invite you to join us!





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