MEDIABRANDS SUSTAINABILITY FORUM

NOBILE AGENDA







1:00 PM-1:05 PM

KEYNOTE: DR. JONATHAN FOLEY

1:05 PM-2:00 PM

PRESENTATION:IPG MEDIABRANDS SUSTAINABILITY2:00 PM-2:10 PM

PRESENTATION:

SCOPE3

2:10 PM-2:30 PM

PANEL: THE AD INDUSTRY'S RESPONSE TO THE CLIMATE CRISIS

2:30 PM-2:50 PM

PRESENTATION: CARBON REMOVALS – FROM CLIMATE GOAL TO CLIMATE ACTION 2:50 PM-3:05 PM

PANEL: MEDIA RESPONSIBILITY

3:05 PM-3:30 PM

NEW RESEARCH: MAGNA

3:30 PM-3:40 PM

PANEL: ENGAGING CONSUMERS ON CLIMATE ACTION

3:45 PM-4:10 PM

PRESENTATION: THE CLIMATE DISINFORMATION CRISIS

4:10 PM-4:20 PM

4:20 PM-4:30 PM

CLOSING REMARKS: MARTIN BRYAN

COCKTAILS & CANAPES

4:30 PM

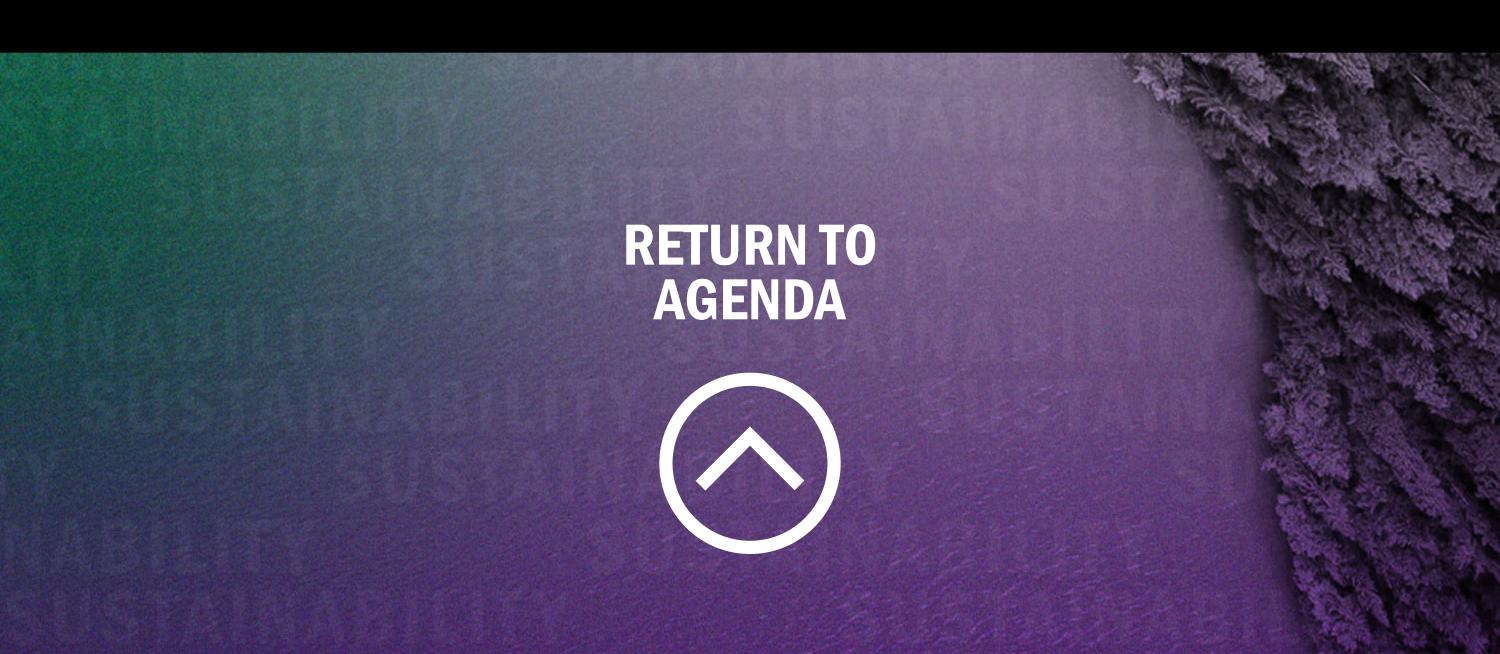


WELCOME: EILEEN KIERNAN GLOBAL CEO, IPG MEDIABRANDS

1:00 PM - 1:05 PM DESCRIPTION:

Welcome and Introduction by

IPG Mediabrands Global Chief Executive Officer, Eileen Kiernan.



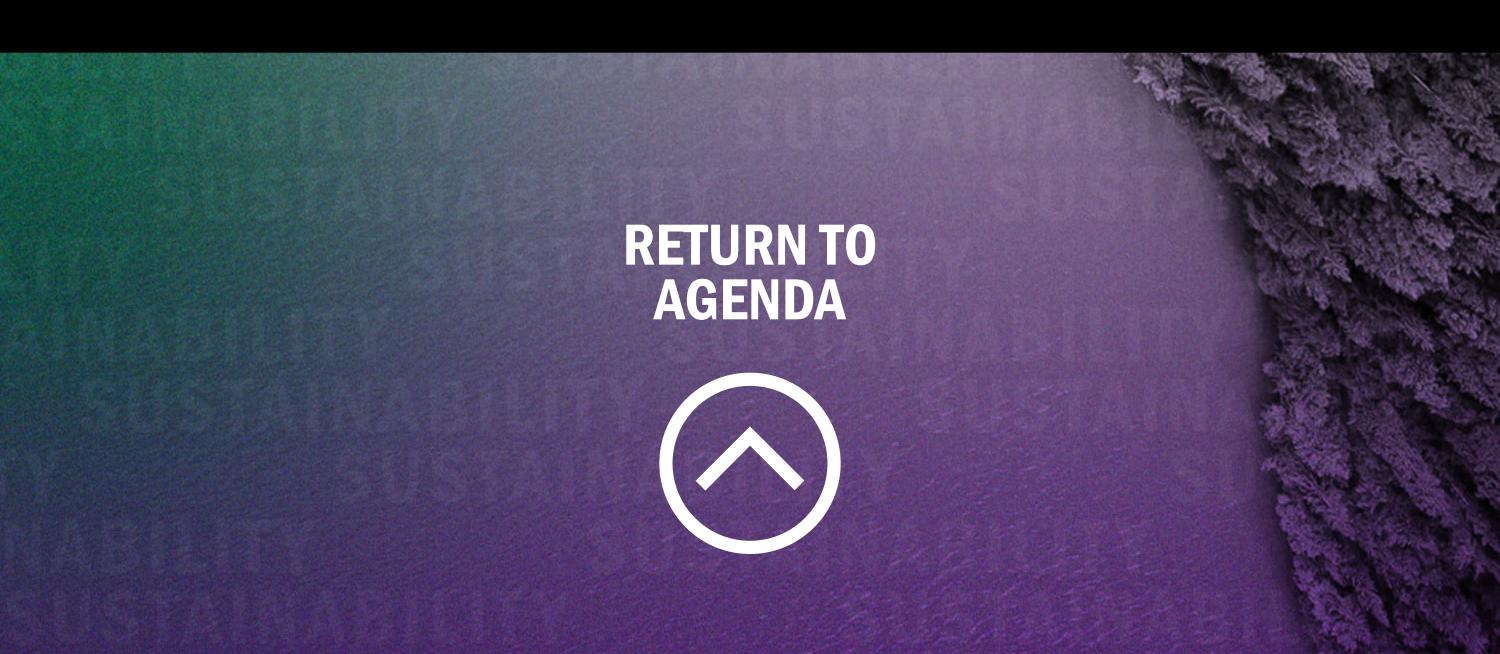
KEYNOTE: DR. JONATHAN FOLEY EXECUTIVE DIRECTOR, PROJECT DRAWDOWN

1:05 PM - 2:00 PM

DESCRIPTION:

Setting the Stage for Climate

Action with Dr. Jonathan Foley, renowned climate scientist and Executive Director of Project Drawdown, the world's leading resource for climate solutions.



PRESENTATION: IPG MEDIABRANDS SUSTAINABILITY

2:00 PM - 2:10 PM

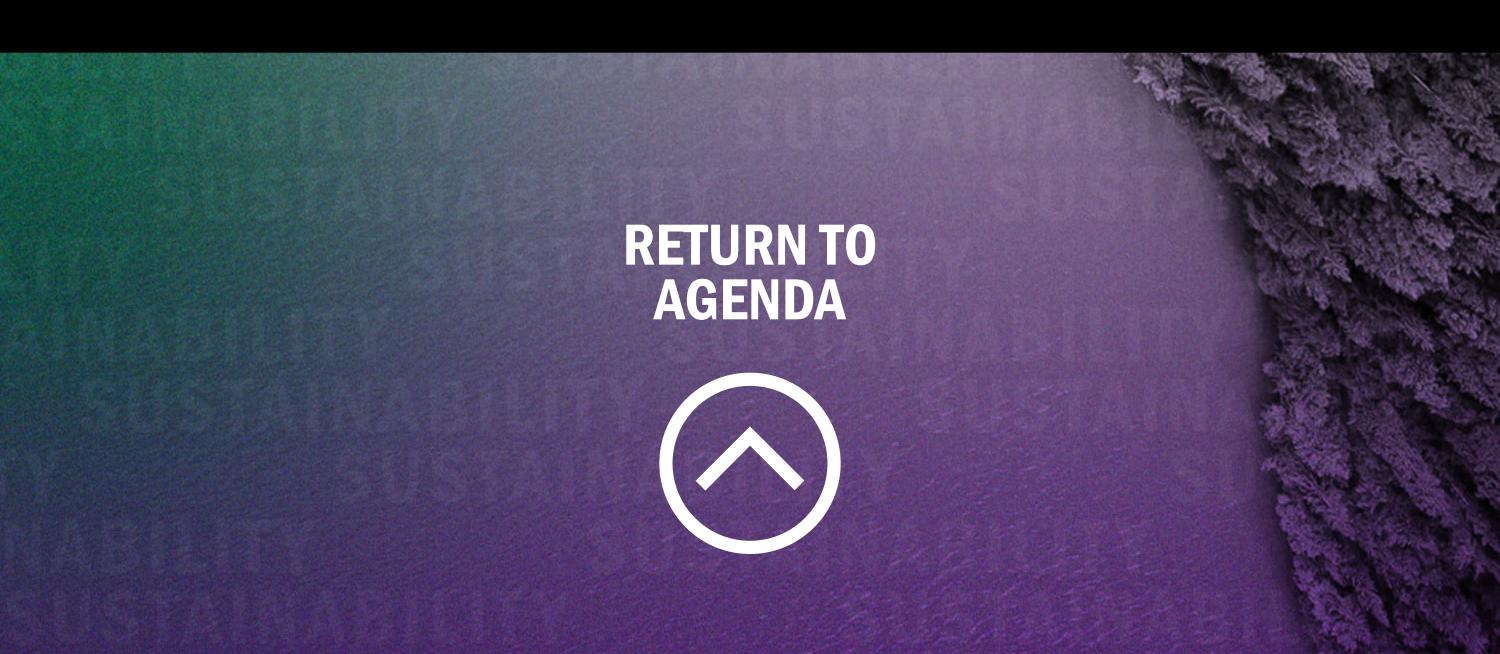
DESCRIPTION:

Introduction to the Sustainability

practice with Martin Bryan,

Global Head of Sustainability, IPG

Mediabrands.



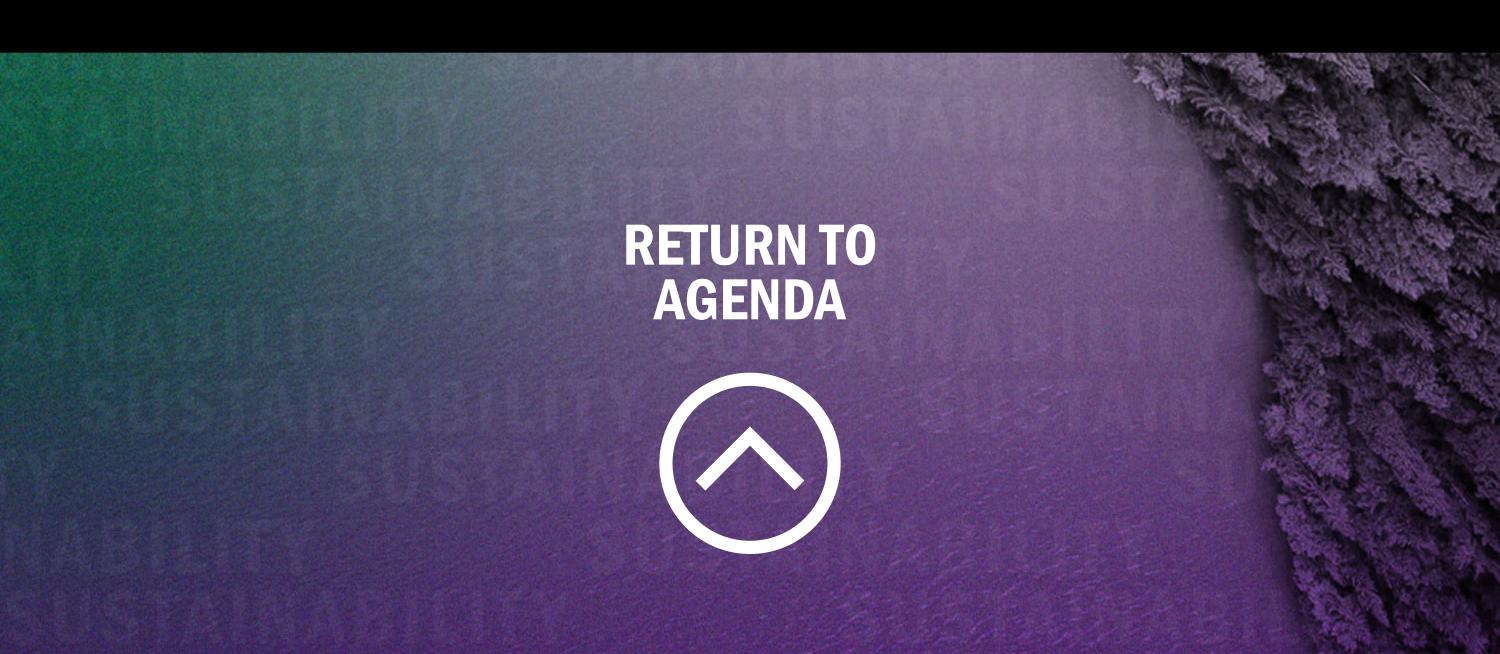
PRESENTATION: SCOPE 3

2:10 PM - 2:30 PM

DESCRIPTION:

Scope3 is on a mission to

decarbonize media and advertising, setting standards for delivering an accurate, comprehensive and independent emissions model for every company in the digital ecosystem.



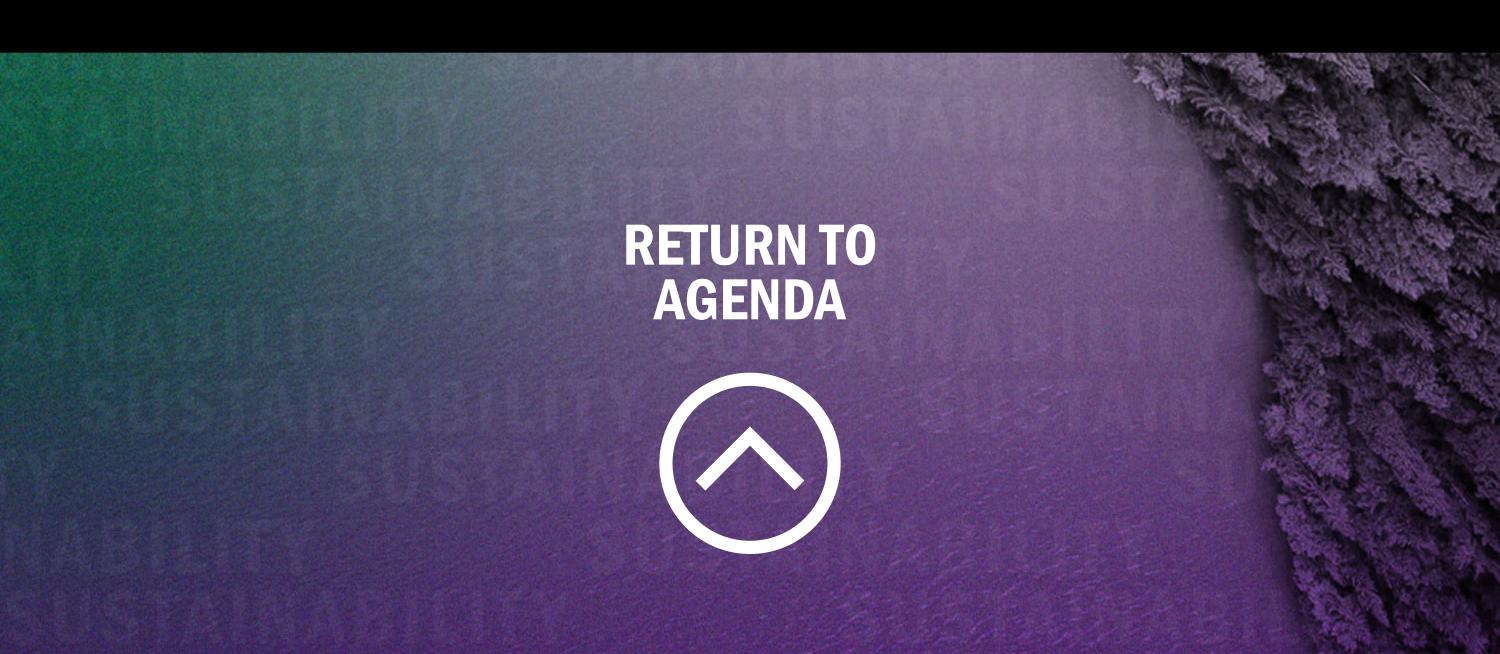
PANEL: THE AD INDUSTRY'S RESPONSE TO THE CLIMATE CRISIS

2:30 PM - 2:50 PM

DESCRIPTION:

Jemma Gould, Chief Sustainability

Officer, IPG, will be joined by the World Federation of Advertisers' Global Alliance for Responsible Media and Ad Net Zero to discuss how the industry is setting new standards to measure and reduce emissions.



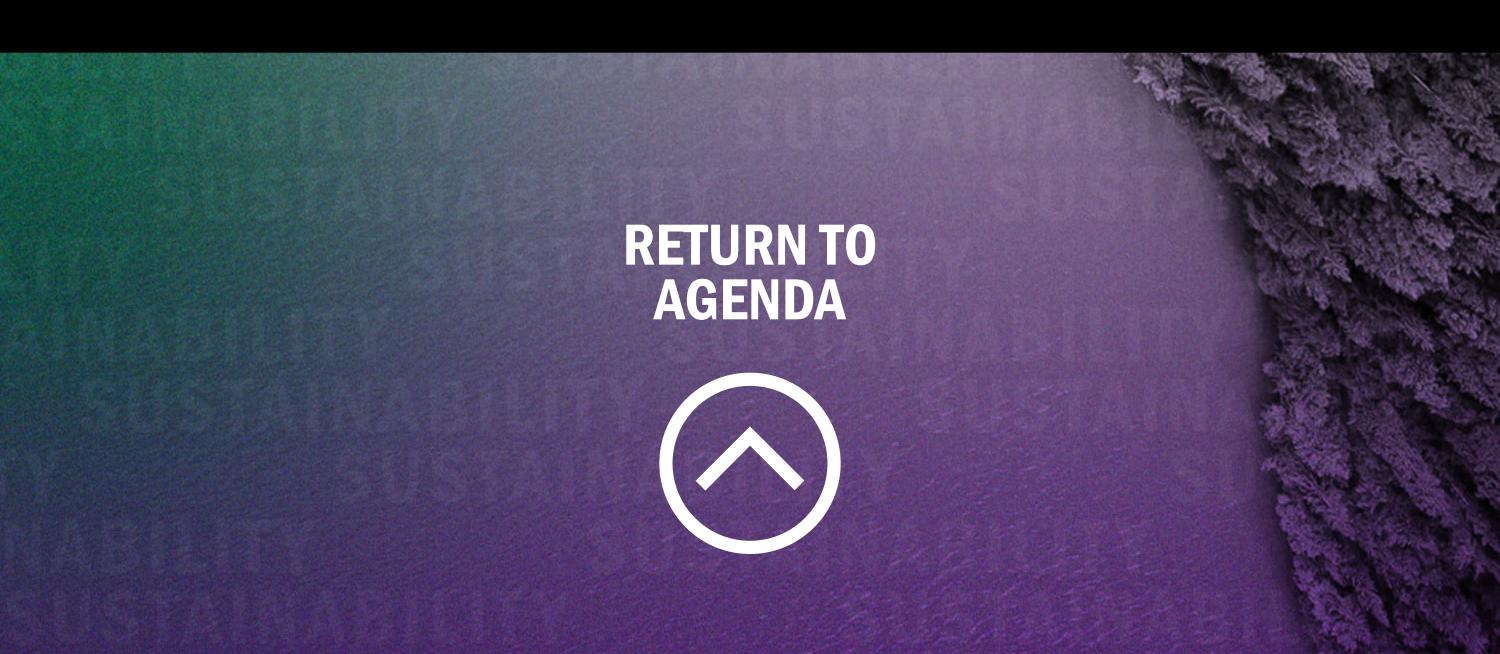
PRESENTATION: CARBON REMOVALS -FROM CLIMATE GOAL TO CLIMATE ACTION

2:50 PM - 3:05 PM

DESCRIPTION:

Carbon Direct is a purpose-

driven carbon management firm dedicated to making carbon science actionable with an end-toend platform.



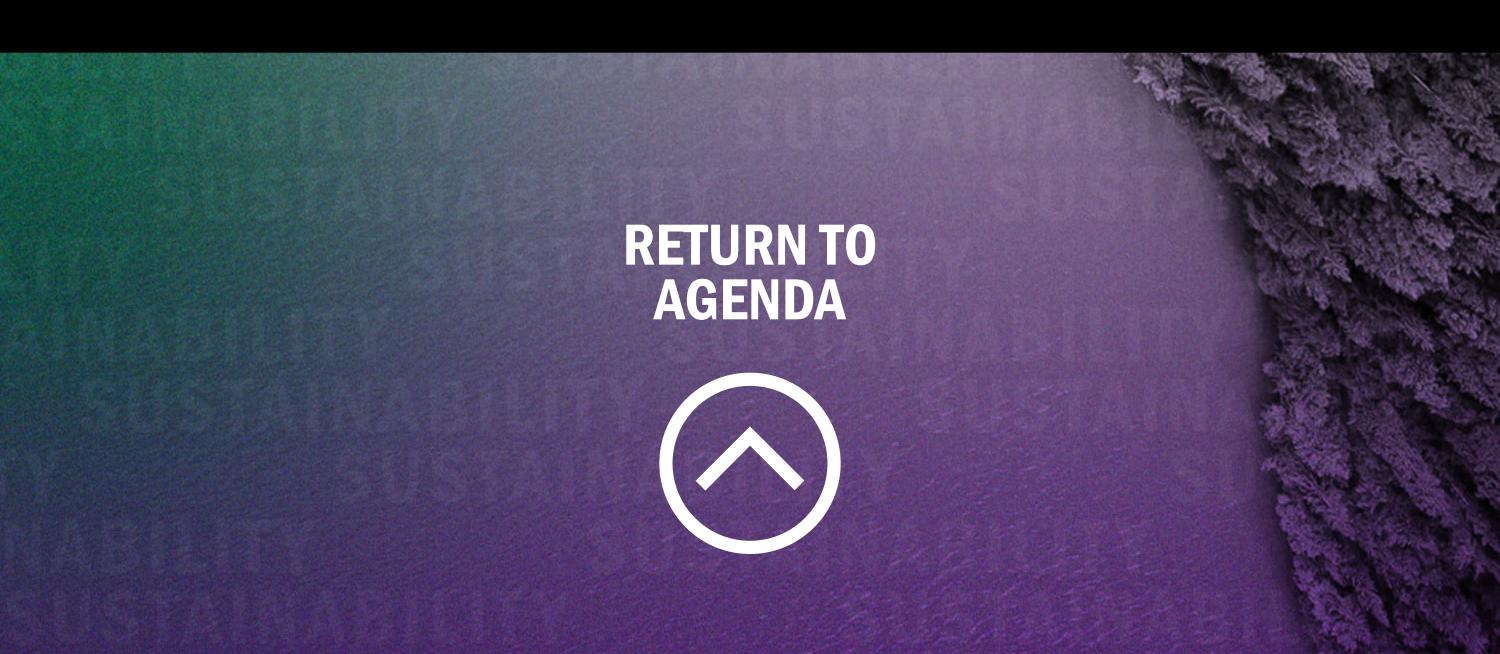
PANEL: MEDIA RESPONSIBILITY

3:05 PM - 3:30 PM

DESCRIPTION:

Joshua Lowcock, Global Chief

Media Officer, UM, will be joined by leaders from Google, Vox and Rapport to discuss how media owners are focusing on climate action as core to their business strategy.



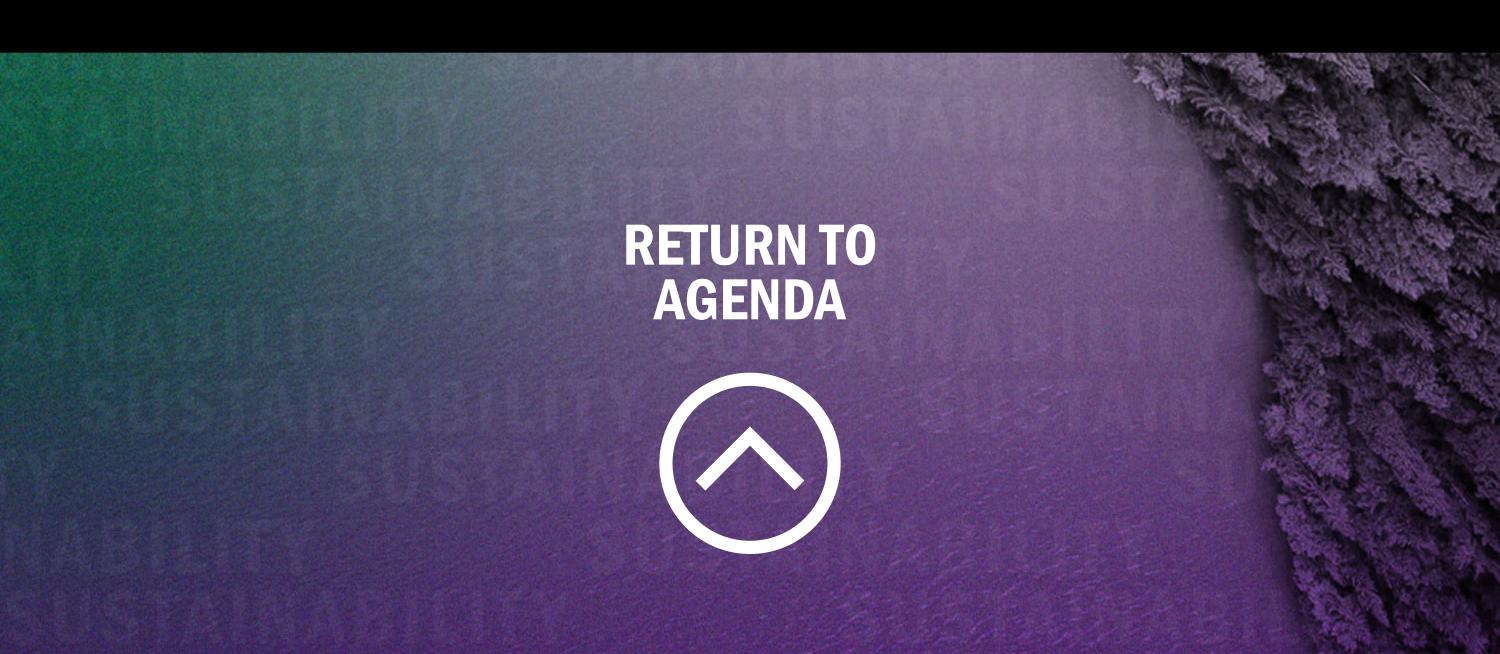
NEW RESEARCH: MAGNA

3:30 PM - 3:40 PM

DESCRIPTION:

Kara Manatt, EVP Managing

Director Intelligence Solutions, MAGNA, will share the results of the Sustainability Attention Metrics Study: Does Optimizing for Sustainability Enhance Ad Performance? Co-presented by **Scope3 and Oracle.**



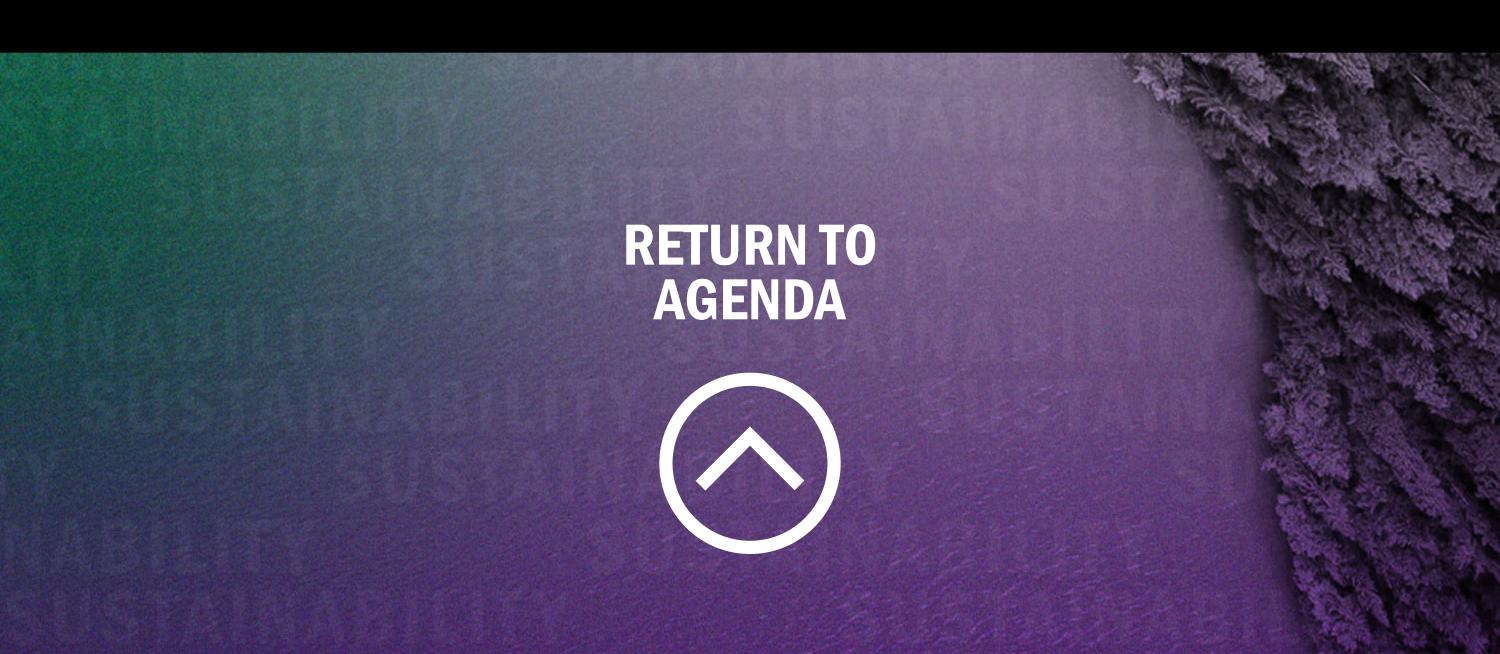
PANEL: ENGAGING CONSUMERS ON CLIMATE ACTION

3:45 PM - 4:10 PM

DESCRIPTION:

Hermon Ghernay, Global Chief

Culture Officer, IPG Mediabrands, will be joined by Givsly, AWorld, Good-Loop and WeAre8 to discuss how brands are engaging with consumers—and employees—to participate in addressing the climate crisis.



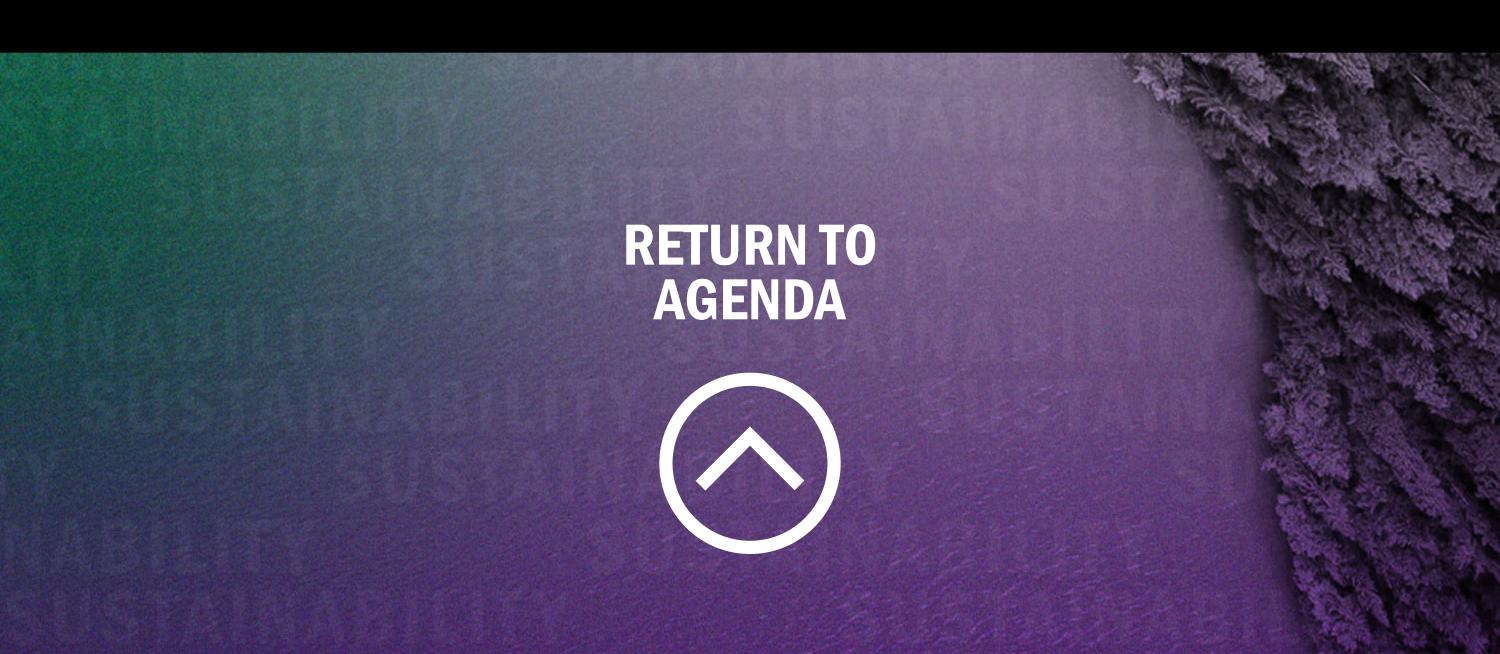
PRESENTATION: THE CLIMATE DISINFORMATION CRISIS

4:10 PM - 4:20 PM

DESCRIPTION:

Global Disinformation Index

provides independent, neutral and transparent data and intelligence to advise policymakers and business leaders about how to combat disinformation and its creators.



CLOSING REMARKS: MARTIN BRYAN

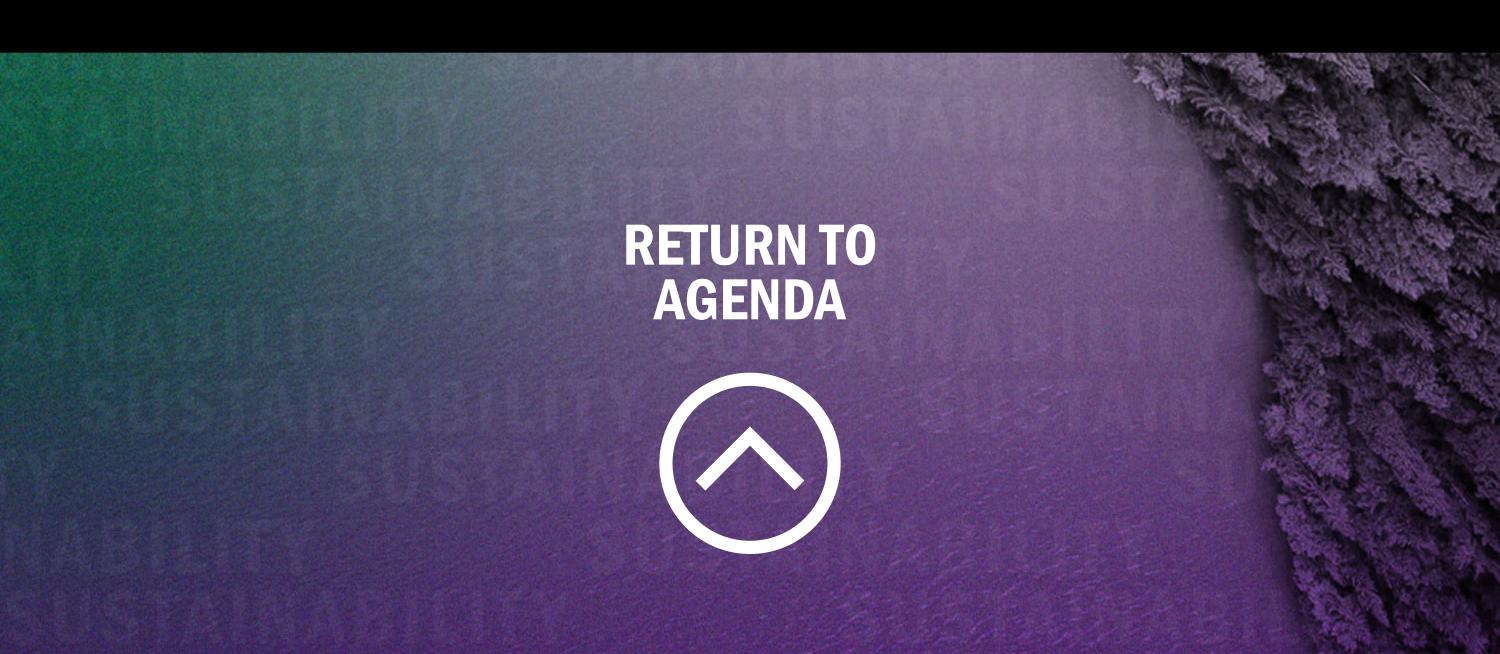
4:20 PM - 4:30 PM

DESCRIPTION:

Closing remarks by Martin Bryan,

Global Head of Sustainability, IPG

Mediabrands.



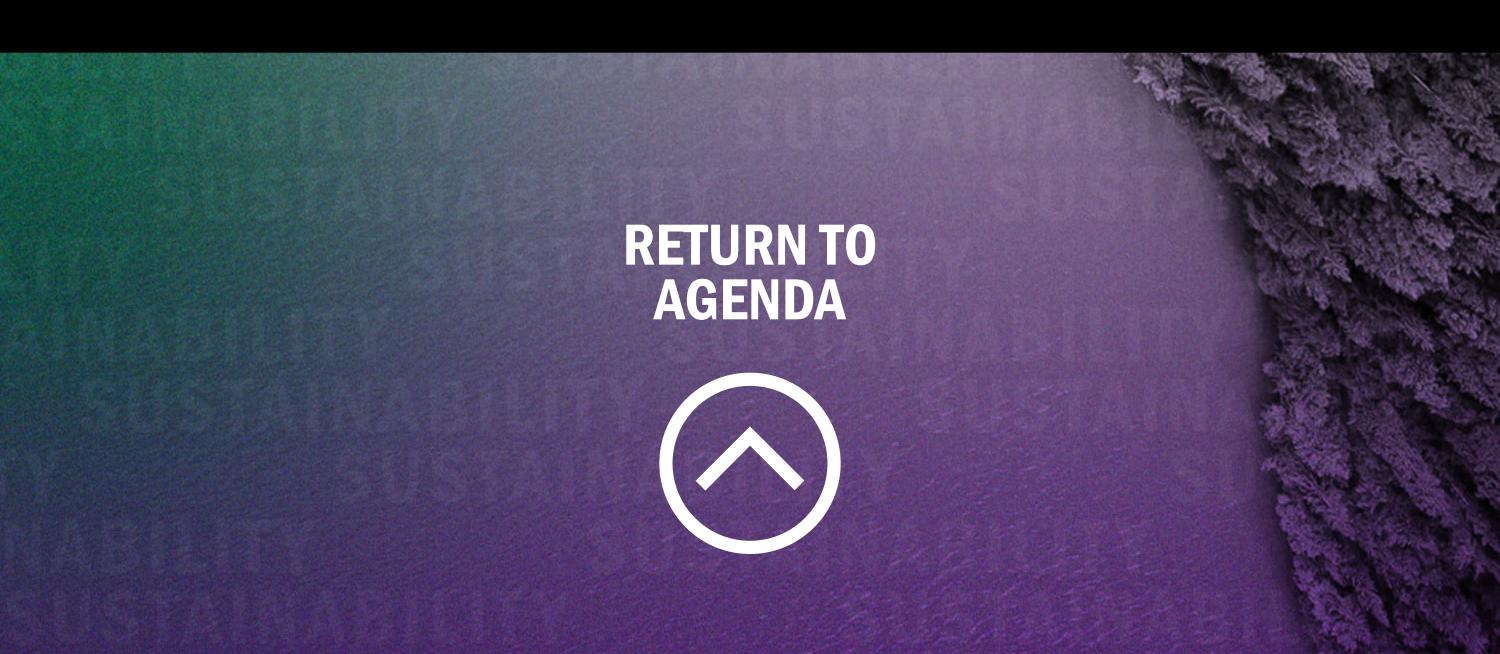
COCKTAILS & CANAPES

4:30 PM DESCRIPTION:

Join us for cocktails and canapes

sponsored by our friends at

Scope3.



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