

**MEDIABRANDS**

**SUSTAINABILITY  
FORUM**

**MOBILE  
AGENDA**

**APRIL 20, 2023**

# AGENDA

**WELCOME:  
LYNN LEWIS**

**1:00 PM-1:05 PM**

**KEYNOTE:  
DR. JONATHAN FOLEY**

**1:05 PM-1:55 PM**

**PRESENTATION:  
MEDIABRANDS SUSTAINABILITY**

**1:55 PM-2:00 PM**

**PRESENTATION:  
SCOPE3**

**2:00 PM-2:20 PM**

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

**2:20 PM 2:40 PM**

**PRESENTATION:  
FROM CLIMATE TARGET TO CLIMATE ACTION**

**2:40 PM-2:55 PM**

**PANEL:  
MEDIA RESPONSIBILITY**

**2:55 PM-3:20 PM**

**NEW RESEARCH:  
MAGNA**

**3:20 PM-3:35 PM**

**PANEL: HOW BRANDS ARE ENGAGING  
PEOPLE ON CLIMATE ACTION**

**3:35 PM-4:00 PM**

**ANNOUNCEMENT: AWORLD**

**4:00 PM-4:05 PM**

**PRESENTATION: THE CLIMATE  
DISINFORMATION CRISIS**

**4:05 PM-4:20 PM**

**ANNOUNCEMENT: CLEAN CHOICE ENERGY**

**4:20 PM-4:25 PM**

**CLOSING REMARKS:  
MARTIN BRYAN**

**4:25 PM-4:30 PM**

**COCKTAILS & CANAPES**

**4:30 PM**

**WELCOME:  
LYNN LEWIS  
GLOBAL CMO, MEDIABRANDS**

**1:00 PM - 1:05 PM**

**DESCRIPTION:**

**Welcome and Introduction  
by Mediabrand's Global Chief  
Marketing Officer, Lynn Lewis.**

**RETURN TO  
AGENDA**



**KEYNOTE:**

**DR. JONATHAN FOLEY**

**EXECUTIVE DIRECTOR,  
PROJECT DRAWDOWN**

**1:05 PM - 1:55 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.**

**RETURN TO  
AGENDA**



**PRESENTATION:**  
**MEDIABRANDS**  
**SUSTAINABILITY**

**1:55 PM - 2:00 PM**

**DESCRIPTION:**

Introduction to the Sustainability practice with Martin Bryan, Global Chief Sustainability Officer, UM, Global Head of Sustainability, Mediabrand.

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AGENDA



# **PRESENTATION: SCOPE 3**

**2:00 PM - 2:20 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.

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**PANEL:**

# **THE AD INDUSTRY'S RESPONSE TO THE CLIMATE CRISIS**

**2:20 PM - 2:40 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.**

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AGENDA**



# **PRESENTATION: FROM CLIMATE TARGET TO CLIMATE ACTION**

**2:40 PM - 2:55 PM**

## **DESCRIPTION:**

**Carbon Direct is a purpose-driven carbon management firm dedicated to making carbon science actionable with an end-to-end platform.**

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# **PANEL: MEDIA RESPONSIBILITY**

**2:55 PM - 3:20 PM**

## **DESCRIPTION:**

**Martin Bryan, Global Chief Sustainability Officer, UM, Global Head of Sustainability, Mediabrand, 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.**

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AGENDA**



# **NEW RESEARCH: MAGNA**

**3:20 PM - 3:35 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.**

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AGENDA**



**PANEL:**

# **HOW BRANDS ARE ENGAGING PEOPLE ON CLIMATE ACTION**

**3:35 PM - 4:00 PM**

## **DESCRIPTION:**

Hermon Ghermay, Global Chief Culture Officer, Mediabrand, 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.

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# **ANNOUNCEMENT: AWORLD**

**4:00 PM - 4:05 PM**

## **DESCRIPTION:**

**AWorld is the App for living sustainably in the modern world. Created in support of ActNow—the United Nations campaign for individual action on climate change and sustainability. Everyone has a role in the fight against climate change.**

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AGENDA**



# **PRESENTATION: THE CLIMATE DISINFORMATION CRISIS**

**4:05 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.**

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# **ANNOUNCEMENT: CLEAN CHOICE ENERGY**

**4:20 PM - 4:25 PM**

## **DESCRIPTION:**

Clean Choice Energy connects more customers than ever to clean energy and is striving toward a cleaner future powered by energy generated at their own solar farms.

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# **CLOSING REMARKS: MARTIN BRYAN**

**4:20 PM - 4:30 PM**

## **DESCRIPTION:**

**Closing remarks by Martin Bryan,  
Global Chief Sustainability Officer,  
UM, Global Head of Sustainability,  
Mediabrand.**

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# COCKTAILS & CANAPES

**4:30 PM**

## **DESCRIPTION:**

Join us for cocktails and canapes sponsored by our friends at Scope3.

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