

**Sustainability**

**Re-engineering Responsible Marketing: From greenwashing to impact**

**Roundtable Summary**

In this roundtable we'll explore the role of marketers in accelerating sustainability, in particular responsible marketing, within our organisations and ask, "What data can we leverage to diagnose readiness and performance in our brands, our teams, and our markets?"

There's no lack of choice when it comes to models and frameworks for marketers to use (or not) when telling a brand's sustainability story and contributing to an ESG Report.

In a world where marketing has earned a bad rap for greenwashing and purpose-washing and where ESG is becoming more regulated, we have an opportunity to embed a common perspective on what is and is not responsible marketing, and to embed our data as a critical and consistent part of credible ESG measurement, quantification and reporting.

This session will kick off a collaboration around what to include in a single, aligned, sector-defining Responsible Marketing Impact Framework – one we would all back to measure and quantify Responsible Marketing and enable better decision making.

**Background Context:**

Responsible Marketing is a critical component of corporate ESG performance as companies work to reduce the carbon footprint of marketing (especially media) and to redress deeply institutionalised inequalities through DE&I initiatives.

With new projections suggesting we will pass the 1.5degree tipping point as early as 2027, and more than 2.3billion people at risk of social exclusion there can be no more urgent call to action to come together around a shared framework for impact to accelerate progress as a sector.

Currently there is no aligned definition or framework for Responsible Marketing, or common framework to assess performance against. Consultancy related to it has become a highly competitive and lucrative practice – at best guiding companies through a bewildering sea of Standards, Benchmarks, Initiatives, Scorecards and Platforms and at worst creating branded, proprietary tools that add to this sea.

This competition is currently focused in part on what we should measure (i.e. responsible marketing impact levers, and their associated data signals) which unnecessarily hinders our collective progress. To accelerate positive impact as a sector, the data that drives positive impact should flow freely everywhere.

**Roundtable Chairs**



**Elise Craft**  
Responsible Business  
Lead, Publicis Leon

[LinkedIn](#)

Elise is Responsible Business Lead for Publicis Leon. She works to answer the questions of how we're going to live well, for longer, in an equitable and sustainable world, and the role brands play in this effort. She believes there is a great need for responsible, sustainable business to make a difference in everyday life, especially for individuals and families facing economic hardship, the climate crisis, and conflicts around the globe. She works directly with businesses from boardroom to brand activation - the brands we invite into our lives and homes that are forging a path for sustainable business to change the world.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.