



THE CREATIVE INTEGRITY

PLAYBOOK



An Action Guide for Agencies & Brands to Align Influence with Climate Science

TABLE OF CONTENTS

FOREWORD	03
01 CREATIVITY AT A CROSSROADS	07
1.1 Urgency and the Hard Truth	09
1.2 Bad Faith Actors	11
1.3 The Accountability Gap	13
1.4 A New Movement heading in a New Direction	15
1.5 A Better Brief for Creative Leaders	17
02 UNDERSTANDING YOUR IMPACT	23
2.1 Serviced Emissions: A Turning Point in Accountability	25
2.2 Gaps in Action and How to Bridge them	27
03 TAKING ACTION	33
3.1 Getting Started	35
3.2 Pioneering Action in Practice	39
3.3 The Agency Integrity Curve	49
3.4 Support for Brands facing Tightening Accountability	57
3.5 Introducing the - Brief for Better: Match-Making Service & Commitment	59
3.6 Roadmaps, Responsibility and Regulation	67
04 WHAT COMES NEXT IS UP TO ALL OF US	71
4.1 How Creatives for Climate is Helping the Sector Move Further, Faster	73
4.2 Change Starts with Individual Actions	75
4.3 Bottom Line: Playbooks don't Change the world, Players Do	77

FOREWORD

In 2024, the world breached 1.5 °C of warming above pre-industrial levels, the critical threshold scientists have long warned would mark a tipping point for irreversible climate impacts.

We are already living the consequences: escalating disasters, deepening inequality, and rising political instability.

But while scientists have raised the alarm, high-carbon industries have poured resources into advertising, marketing, and PR to protect their social licence and delay policy change.^[1]

In June 2024, UN Secretary-General António Guterres issued an unprecedented warning, likening those who promote fossil fuels to the **“Mad Men fuelling the madness.”**

The message was clear: the creative and communications industries are not bystanders; they are power brokers in the climate crisis.

In September 2024, a UN-backed framework formally introduced the concept of “serviced emissions”, a breakthrough that sets out how to align creative influence with climate science.

Throughout 2025, Creatives for Climate has worked to implement and test this Serviced Emissions Action Area framework, engaging both agencies and brands to move the ecosystem forward.

Since 2019, Creatives for Climate has grown into a global network of more than 7,000

professionals across 90 countries, united in the mission to transform how creative influence is used.

By signing our **Five-Principle Community Commitment**, our members are already taking the first critical step - acknowledge their role in shaping demand, and actively shifting it towards advancing a just and regenerative future.

We know that “cleaning up” creativity is mission-critical. But equally, our creativity is one of the most powerful tools we have to accelerate solutions.

This Playbook is designed to help more creatives, agencies, and brands:

- Set clear boundaries that align with climate science,
- Innovate where gaps demand new solutions, and
- Transform their business models to build trust, reduce risk, and unlock future growth.

This transformation is already underway. By sharing our learnings, we invite you to join us and be part of the movement shaping the future of our industry and the world.



Lucy von Sturmer
Founder, Creatives for Climate

“

We must stop mad men fuelling the madness. ”



It's clear that change must happen. Dive deeper to gain a brief overview on the state of transformation, where you can take action.

HOW TO USE THIS:

A STEP-BY-STEP GUIDE

Creative integrity is not only a moral stance; it's a strategy. But change is hard, and time is short. Many creative leaders see the need to act; fewer are clear about **how**.

This playbook offers a route: what good looks like and the steps to get there, drawing on advances in the field, Creatives for Climate's work, and the efforts of our allies.

1

IN SECTION ONE

You will discover why understanding the full impact of creative agencies is so important to shaping a just transition, the risks of not acting, and opportunities that come with Creative Integrity.



2

IN SECTION TWO

You can explore the rapidly emerging framework, Serviced Emissions and work being done by Creatives for Climate and our allies to support agencies and brands make the shift and see how it applies to your work.



3

IN SECTION THREE

We'll give you some tools and examples to help agencies take thier first steps or accelerate their existing efforts and brands to understand their respective roles, and take aligned, practical action.



4

IN SECTION FOUR

We'll look at what needs to happen next and how we can work together to achieve it.



01 | CREATIVITY AT A CROSSROADS

1.1

URGENCY AND THE HARD TRUTH

The hard truth is industry transformation is slow and the creative industry is no exception.

A 2024 IPA Agents of Change Report reveals that 70% of agency employees say their agencies haven’t begun, or are only just beginning, their sustainability journey.^[2]

And while some remain passive, others are actively stalling progress.

An InfluenceMap investigation found that the five of the ‘Big Six’ PR and ad holding companies - WPP, Omnicom Group, Publicis Groupe, Interpublic Group (IPG) and Dentsu represent more climate-obstructive clients than supportive ones.^[3]

This contradiction is not an oversight. It’s a deliberate strategy that upholds business-as-usual while masking inaction behind hollow pledges.

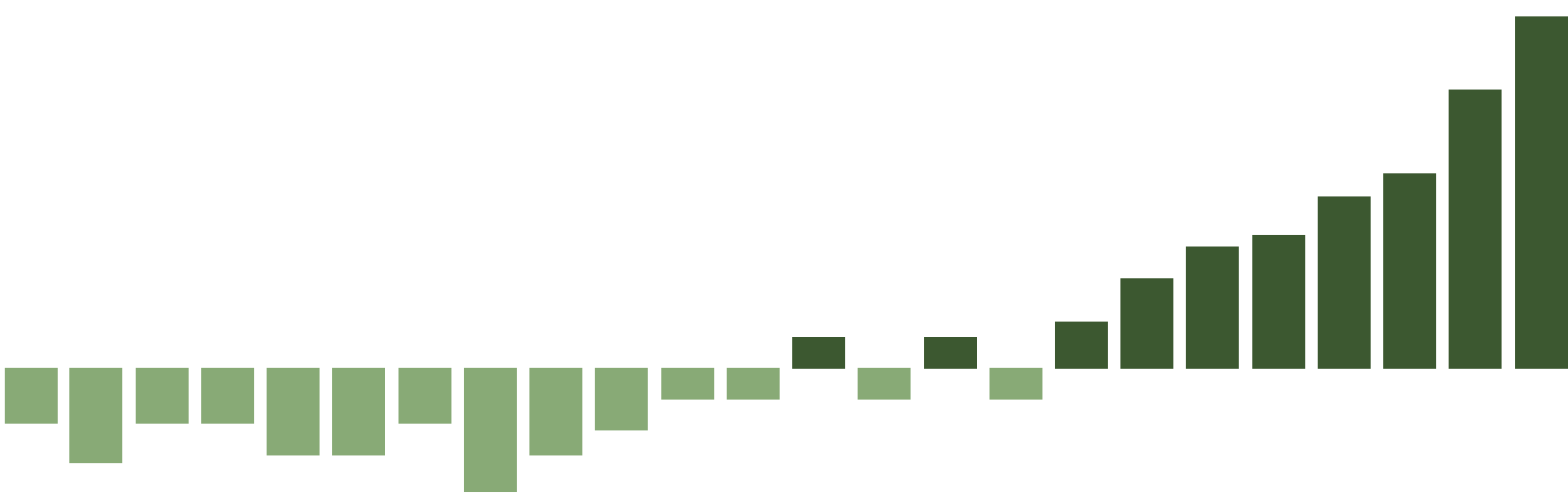
While this reality paints a stark picture, it also sets the stage for change.

The same forces exposing obstruction are creating space for integrity and innovation.

In the next page, we dive deep into the nature of “bad faith actors” and then move onto the opportunity to align and future proof business with the new, clean economy.

7/9

Planetary Boundaries breached. (Source: Stockholm Resilience Centre)



2024 was the hottest year since records began in 1850. (Source: NOAA [Annual Report](#))

x3

Temperatures are rising at three times the rate they were in 1850. The 10 warmest years on record have all occurred since 2014. Each decade since the 1980s has been warmer than the one before.(Source: NOAA)

+83%

Five of the ‘Big Six’ PR and ad holding companies - WPP, Omnicom Group, Publicis Groupe, Interpublic Group (IPG) and Dentsu represent more climate-obstructive clients than supportive ones. (source: InfluenceMap).

70%

Agency employees say their industry is doing too little, half of them say their agencies haven’t begun, or are only just beginning, their sustainability journey. (Source: 2024 IPA Agents of Change Report).

530m

Tonnes per annum
Combined GHG CO2e footprint of five publicly listed advertising Holding Companies – more than the annual GHG footprint of the UK. (Source: [Planet Tracker ADversity to ADvantage](#))).

1.2

BAD FAITH ACTORS

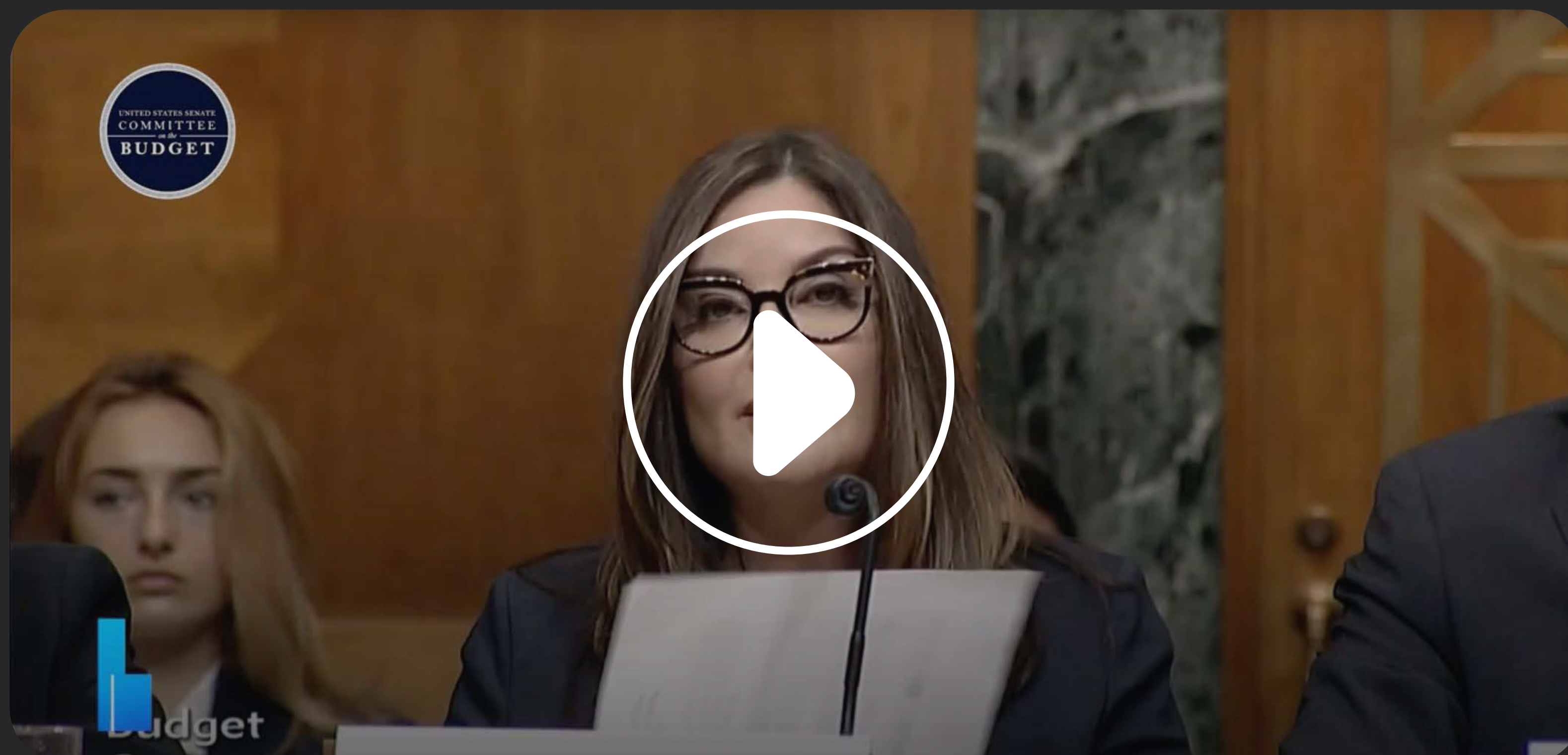
From sponsoring cultural events and the arts to installing virtual Shell petrol pumps in video games such as Fortnite, fossil fuel companies have long relied on creative work to maintain their social licence – the ongoing public and political acceptance to keep doing what they do.

As Christine Arena, former VP of Sustainability at Edelman, outlines:

“Fossil fuel companies are not engaging in disinformation solely to sell more products, they are using these tactics in bad faith to interfere with matters of policy and obstruction.”



Christine Arena
Founder, Generous Films



Creative agencies aren't hired to challenge business models.

The longer the industry entertains the illusion of “working from the inside,” the more it props up the systems it claims to challenge.

As Tom Tapper, Co-founder of purpose-driven agency Nice and Serious, explains: “Clients hire agencies to grow their business by marketing their products and services. If a client wanted to change their business strategy to reduce their carbon emissions, would they hire an advertising agency to advise them?”

“

Don't kid yourself that you can change a client's business strategy from within. If an oil company hires you to communicate their sustainability commitments, you're simply being hired to greenwash.”



Tom Tapper
Co-founder & CEO, Nice & Serious

BUT, with creative integrity, we can flip this script.

As fossil-fuel work loses its social licence, a new market for creative integrity is expanding, powered by sectors solving real problems, from clean energy to circular design.

The agencies stepping away from harmful clients aren't losing out; they're moving first toward the opportunities shaping the future of business.

1.3

THE ACCOUNTABILITY GAP

A critical gap lies at the heart of the global climate accountability system: current carbon accounting standards only scratch the surface.

Global frameworks like Science Based Targets initiative (SBTi), GHG Protocol, and International Organization for Standardization (ISO) require agencies to report on their operational emissions, things like office electricity, business travel, and purchased goods.

But they ignore the far larger climate impact of the industry: the campaigns, narratives, and strategies that drive demand for fossil fuels, fast fashion, aviation, SUVs, and other high-carbon sectors.

“**PSPs are among the most trusted advisors to businesses and governments. The "rubber stamp" from**

trusted standards and verification schemes like the Science Based Targets Initiative adds to that trust. These schemes should focus on validating PSPs actively taking leadership to accelerate the transition across both their operations and client work, rather than those whose work remains misaligned with the global goal of net zero.”



Siddharth Shekhar Yadav
Serviced Emissions Research and
Engagement Manager, Oxford Net Zero

This loophole means there are currently no binding global standards to hold service providers accountable for the real emissions they enable.^[4]

A FALSE PICTURE OF ‘NET ZERO’

Because serviced emissions, the emissions enabled by the work of agencies, fall outside the scope of existing standards, agencies can work with the world’s biggest polluters and still be certified as “net zero aligned.”

“

It’s one thing to recycle toner cartridges in your office... But if your main business line is about helping put the world on the wrong track towards the energy transition, this is far more consequential”



Dieter Zinnbauer
Adviser to Good Lobby

This is not just an accounting gap. It’s a systemic blind spot that allows reputational greenwashing to flourish at a global scale.



A TURNING POINT

This blind spot is now under growing legal and political pressure.

- In 2023, McKinsey became the first consultancy named in a climate liability lawsuit for its role advising ExxonMobil, a landmark moment holding their role as advisors to account.^{[5][6]}
- In July 2025, the International Court of Justice (ICJ) issued a landmark advisory opinion that states are obliged under existing international treaties to protect people from the harmful effects of greenhouse gas emissions, including by regulating the activities of private actors.

For the first time, the world’s highest court has confirmed a legal duty to hold corporations (and the industries that serve them) accountable for the emissions they enable.

The message is clear: the era of impunity for creative and professional service industries is coming to an end.

1.4

A NEW MOVEMENT HEADING IN A NEW DIRECTION

Where systems and leaders are lagging, we know that citizens are more in support of climate action than ever before.

Within the industry, momentum is building behind creatives and agencies refusing to let their most influential tools serve the most harmful clients.

A 2025 World Economic Study found that 89% of people want action on climate, while more than 100,000 people in the UK signed a petition to support a ban on fossil fuel advertising. This was later supported by over 100+ industry voices, leading to the first ever parliamentary debate on the issue.^[8]

To date over 7,000 professionals across 90 countries have joined the Creatives for Climate Hub, signing our commitment to use creativity for climate action - and more than 1,400 agencies have signed the Clean Creatives pledge, rejecting fossil fuel contracts altogether.

The Ethical Agency Alliance meanwhile, is bringing together agencies willing to collaborate and share best practice to advance the field, now present across 10 countries.

And critically, brands are starting to act, reassessing their agency partners to ensure they align with their commitments and values.

For example, in 2025, 92 leading health organisations joined forces pledging not to work with agencies representing fossil fuel clients supported by the Global Climate and Health Alliance, and that number is growing fast.



"

Together, these clients are showing how procurement can be a powerful mechanism for climate accountability and ethical leadership, proving that who you hire to tell your story is as important as the story you tell.



Shweta Narayan

Campaign Lead, The Global Climate and Health Alliance

1.5

A BETTER BRIEF FOR CREATIVE LEADERS:

THE CREATIVE INTEGRITY OPPORTUNITY

The good news is that opportunities to move towards a net zero economy are booming, and creatives and agencies that align with this new economic growth are tapping into expanding, future-proof markets rather than clinging to shrinking, high-risk sectors.

- The UK's net zero economy is growing three times faster than the rest of the economy.
- China added 1.4 TW of clean energy capacity, now accounting for over 56% of its total.
- Germany's green workforce has doubled since 2019, with clean jobs outnumbering fossil roles by more than four to one.
- Globally, clean energy investment surpassed fossil fuels for the first time.
- The circular economy is projected to reach \$4.5 trillion by 2030.

Industries such as clean energy, health, sustainable transport, and the circular economy are scaling rapidly and offering more stable, future-facing relationships for agencies.

They represent larger and growing marketing budgets, lower reputational risk, and stronger alignment with talent expectations and investor scrutiny.

By contrast, fossil fuel advertising from the top 29 fossil fuel majors now makes up less than 0.7% of global ad spend, a shrinking share with increasing risk, according to the [Profitable Growth Without Fossil Fuels](#) report, published by Clean Creatives.

At Creatives for Climate, we ran [a survey in 2024](#) of 87 agency leaders to understand how they perceive the benefits for taking action:

- 77% believe their clients are loyal to them in recognition of this behaviour
- 82% believe they're able to attract and retain a higher quality of talent

For many, these values-based decisions are sharpening their positioning, building internal trust, and strengthening relationships with future-facing clients.



GLOBAL
CLIMATE & HEALTH
ALLIANCE

in 2025, 75 leading health organisations joined forces pledging not to work with agencies representing fossil fuel clients supported by the [Global Climate and Health Alliance](#), and that number is growing fast.

x3

The UK's net zero economy is growing three times faster than the rest of the economy.^[9]

951k

Full-time jobs supported in the UK, with average salaries £5,600 above the national average.^[9]

56%

China added 1.4 TW of clean energy capacity, now accounting for over 56% of its total^[10]

x2

Germany's green workforce has doubled since 2019, with clean jobs outnumbering fossil roles by more than four to one^[11]

70%

Globally, clean energy investment surpassed fossil fuels for the first time.^[12]

\$4.5t

The circular economy is projected to reach \$4.5 trillion by 2030^[13]

0.7%

By contrast, fossil fuel advertising from the top 29 fossil fuel majors now makes up less than 0.7% of global ad spend, a shrinking share with increasing risk, according to the [Profitable Growth Without Fossil Fuels](#) report, published by Clean Creatives.^[14]

**AT CREATIVES FOR CLIMATE,
WE RAN A SURVEY IN 2024 OF 87
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For many, these values-
based decisions are
sharpening their positioning,
building internal trust, and
strengthening relationships
with future-facing clients.

HOW PRESSURE IS PUSHING PROGRESS

FOUR KEY AREAS CREATING TAILWINDS FOR AGENCIES ALIGNING THEIR WORK WITH CLIMATE INTEGRITY

These tailwinds don't exist in isolation. They're being accelerated by a growing cultural awareness.

01

LEGAL PRESSURE AND THE PUBLIC MANDATE

Policy is catching up with reality. City-level fossil ad bans in Amsterdam, Edinburgh, and Sydney are setting precedents that reframe what's acceptable, and what's no longer tolerable.

Meanwhile, regulation of greenwashing is intensifying, with expanding scrutiny on false environmental claims and heightened expectations on agency due diligence.

At the same time, public support for climate action remains high. Citizens want truth, accountability, and action. And this gives brands and agencies cultural permission, and civic cover, to continue to act with clarity and courage.

A PUBLIC THAT INCREASINGLY SEES THROUGH GREENWASH AND DEMANDS TRUTH FROM THE BRANDS SHAPING THEIR WORLD.

02

MARKET TRANSITION AND CLEAN GROWTH

Future-facing sectors, such as clean energy, circular design, low-carbon mobility, and health are scaling fast. These industries are not niche; they are the backbone of a transitioning economy.

Meanwhile brands aligned with science-based targets are starting to audit their agency rosters through a climate lens.

Agencies with ethical portfolios, fossil-free commitments, and anti-greenwash credentials stand out: not just on values, but on strategic relevance.

Frontrunners understand this isn't just about purpose positioning; it's about accessing the industries of the future.

"

Our ethics help us win new business in client pitches



Rob Minto
The Onlil

03

PROCUREMENT AS A CLIMATE LEVER

Quietly but powerfully, procurement is becoming a climate accountability mechanism.

More RFPs are referencing fossil-free eligibility, asking for portfolio disclosures, and inquiring into "serviced emissions;" the downstream impact of creative work.

Brands are beginning to ask: What types of clients do you serve?

How does your work influence demand?

Can you evidence ethical governance?

These signals are not yet consistent, but they are building.

They represent a clear shift in how climate impact is being understood - not just in operations, but in influence.

04

TALENT, CULTURE, AND COLLECTIVE

The creative workforce is evolving. A growing number of professionals are choosing employers that align with their values; and staying with those who walk the talk.

As we discovered in our 2024 Agency Ethics Survey, with 77% of agencies reporting a high calibre of employee and greater brand retention due to a values-match; ethics is a competitive edge for recruitment, retention, and culture.

At the same time, the infrastructure for ethical action is growing. Peer alliances are lowering the risk of going first, and celebrating the frontrunners. As a result, shared tools, learning, and visibility are giving smaller players confidence to lead.

"

The Ethical Agency Alliance makes this feel doable, we're not figuring it out alone.



Jorik Dozy
Studio Birthplace

02 |

UNDERSTANDING YOUR IMPACT

2.1

SERVICED EMISSIONS: A TURNING POINT



Is your creativity helping to drive positive impact or maintain the status quo?

In 2024, the UN High-Level Champions and the University of Oxford released **Catalysing Climate Action**, which introduced the concept of 'serviced emissions'; the downstream climate impact of professional advice and influence.^[15]

The report highlights that the creative sector isn't just capable of change, it is essential to the transition: In the words of the IPCC, it identifies communicators as

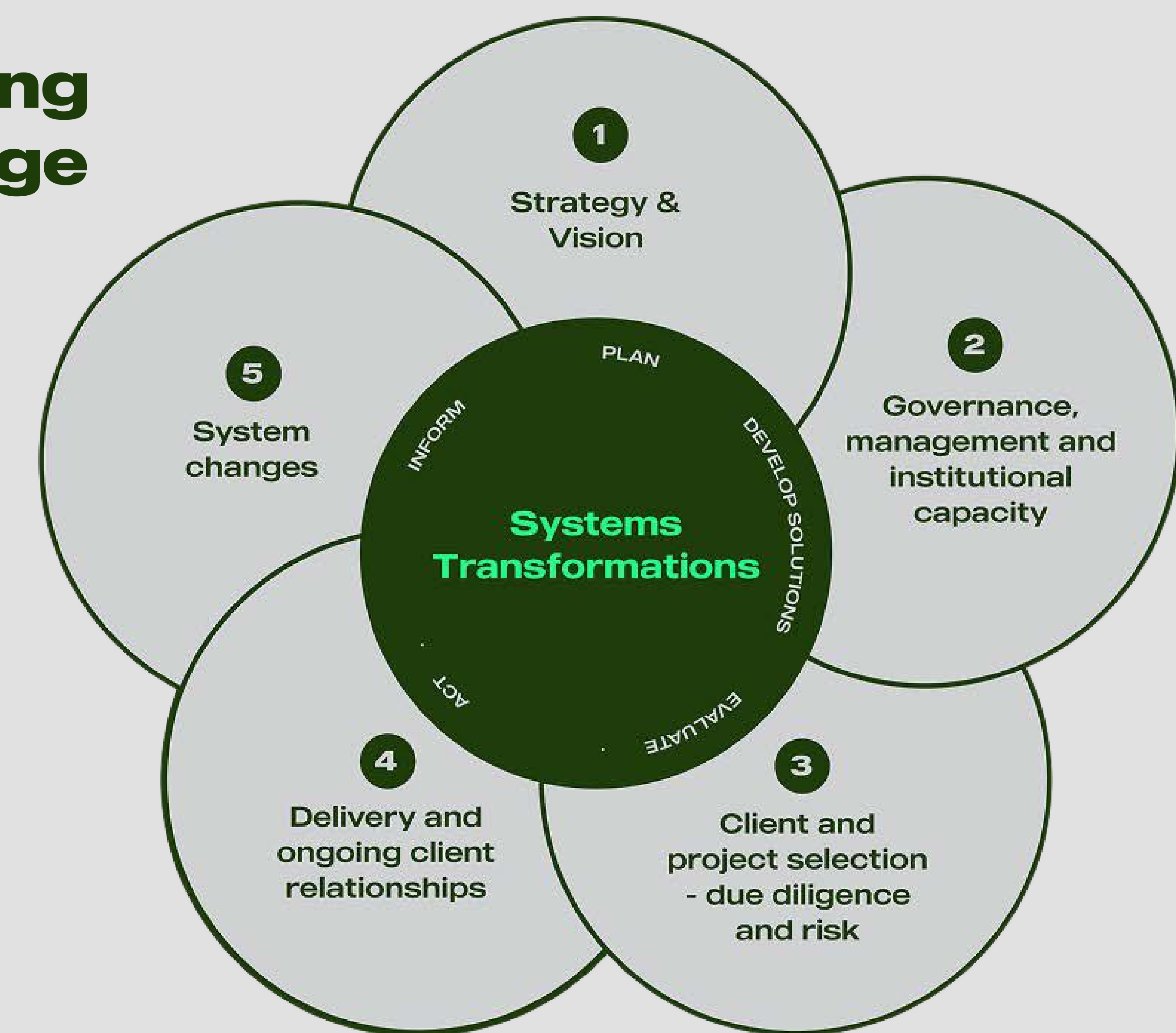
“force multipliers capable of an influence propelling exponential change in the real economy.”

This clear framework signaled a turning point, establishing clear guidance for how service providers globally, including across the marketing, PR, and advertising industry, can play a positive, or negative role, in accelerating climate change.

This reframes professional responsibility from not only internal compliance (your own operations), but also external consequences (what your work causes in the world). It pushes us to ask important questions, such as;

How do the clients we choose, the advice we give, the services we offer, and the campaigns we shape increase or reduce emissions-driving demand?

Or in other words: drive positive impact or maintain the status quo?



2.2

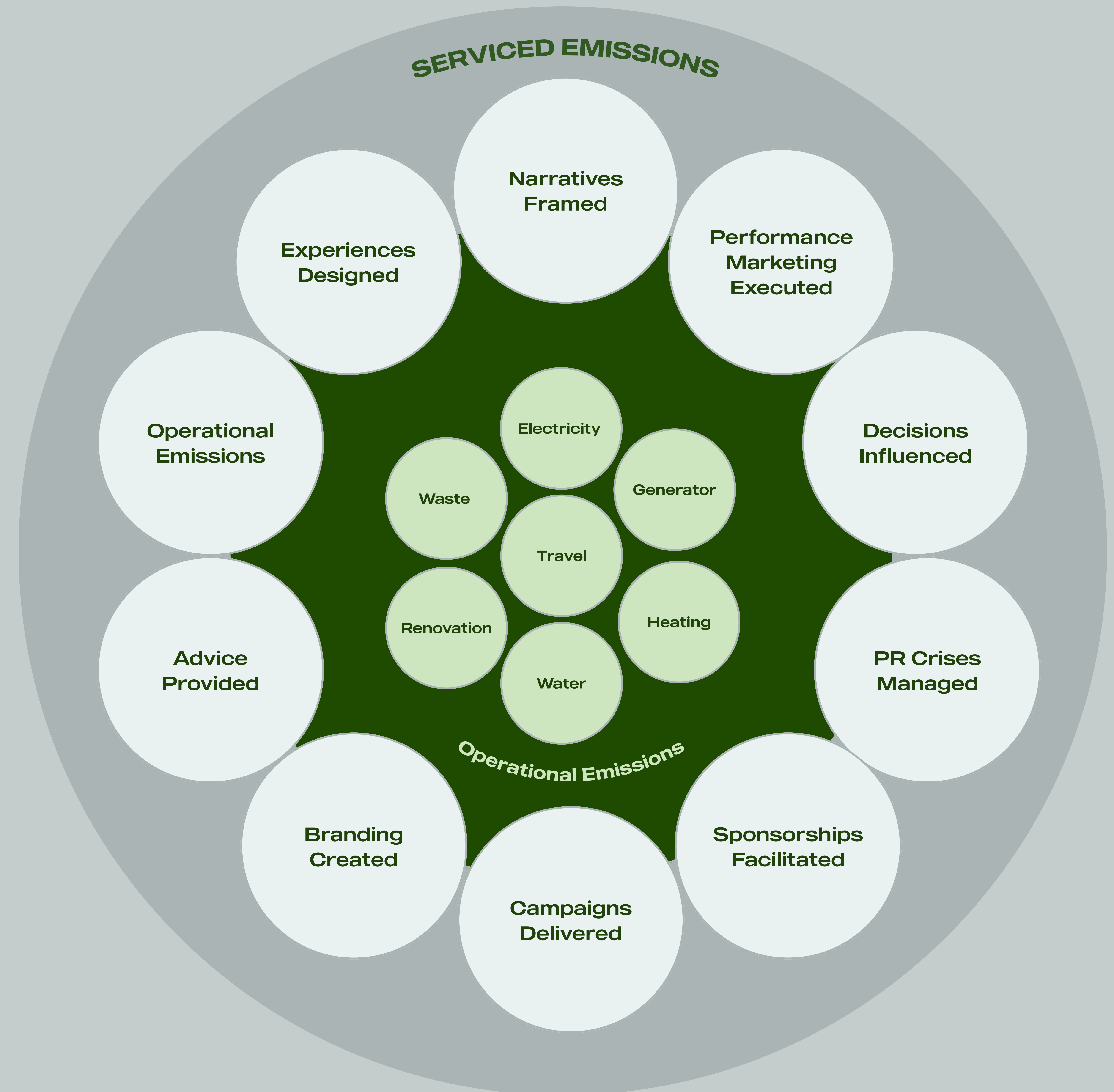
GAPS IN ACTION AND HOW TO BRIDGE THEM

The concept of serviced emissions is still taking shape, but momentum is building fast.

Across sectors, early adopters such as Creatives for Climate, The Ethical Agency Alliance, Purpose Disruptors and others are beginning to explore how it can be applied in practice, while many more are just discovering its potential to redefine accountability for service-based industries.

These early adopters are being brought together through the “Serviced Emissions Hub”, hosted at the University of Oxford.

To operationalise the concept, 6 Key Action Areas have been set out in the Catalysing Climate Action report, which direct service providers on where to focus, test, iterate, and adopt.



“

The Hub aims to build a shared understanding of how PSPs can understand and take accountability for their serviced emissions, develop sector-specific guidance and support the integration of serviced emissions into global standards.”



Alexis McGivern
Head of Stakeholder Engagement, Oxford Net Zero

SERVICED EMISSIONS FRAMEWORK

SIX KEY ACTION AREAS

Source: [Catalysing climate action: The role of professional service providers in realizing a net-zero future](#)

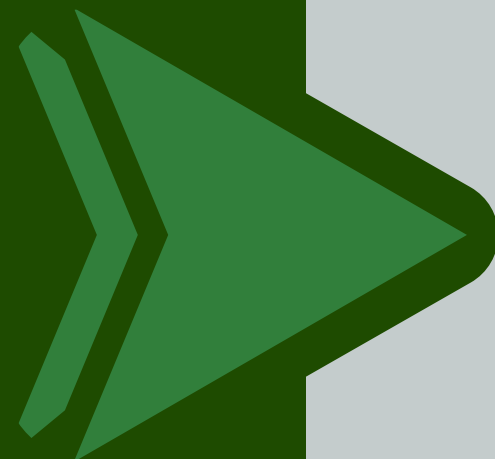


01

STRATEGY AND VISION

How do you develop a strategy and vision to recognize, understand and reduce your Serviced Emissions aligning with net-zero goals and going beyond Scope 1–3?

How do you create a clear plan to understand, track, and reduce the climate impact of your work, not just your own operations, but also the influence you have through the clients you serve and the campaigns or products you help bring to life?



02

GOVERNANCE, MANAGEMENT AND INSTITUTIONAL CAPACITY

How do you develop robust governance systems within the organization to uphold its climate commitments, across both your own emissions and your serviced emissions and build capacity for delivery?

How do you put strong systems and leadership in place to uphold your climate commitments, across both your own operations and the work you deliver for clients?



03

CLIENT AND PROJECT SELECTION - DUE DILIGENCE AND RISK

How do you integrate climate considerations into due diligence and risk assessment for new and existing clients, projects and services?

How do you review clients and projects, ensuring your work aligns with a 1.5°C future.



04

DELIVERY AND ONGOING CLIENT RELATIONSHIPS

How do you embed climate opportunities and risks into your services and projects, and as part of client account management?

How do you embed climate thinking into every stage of your client work, from planning to delivery and review?



05

MEASUREMENT OF IMPACT AND REPORTING ON PROGRESS

How do you track the greenhouse gas emissions outcome and impact of services provided?

How do you report on the real impact of your work to stay accountable and drive progress?



06

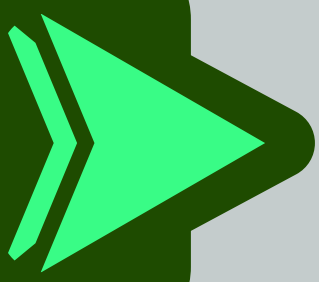
SYSTEM CHANGE

How do you advocate for regulatory and policy changes to support accelerated transition?

How do you use your influence to help shift the wider system toward a 1.5°C-aligned future?



Ready to test where your agency is at, or share the work you’re advancing?



We’ve created a short survey to help you identify your areas of strength and opportunity, and to give us a clearer picture of where the industry needs more guidance and resources.

Take the survey

HOW THIS WORKS

Through the Ethical Agency Alliance, we are translating these principles into practice by testing actions, mapping barriers, and surfacing opportunities so others can adopt what works at speed and scale.

This complements the work of Purpose Disruptors, who have been working on Action Area 5: Measurement, with the [Advertised Emissions Calculation](#), providing a methodology to calculate the uplift in greenhouse gas emissions (GHGs) driven by the increased sales from advertising.

EXPLAINER: ADVERTISED EMISSIONS CALCULATION

As an example of the relative impact of these types of emissions, the agency OLVIER measured their 'Advertised Emissions' for their top 20 clients and found it was 42 times higher than their 'Operational Emissions'.

The AE calculation accounts for »

- The incremental sales and consumption directly attributable to advertising
- Emissions along the end to end supply chain from cradle to grave
- Proven attribution to a paid-for communication, including paid for advertising.

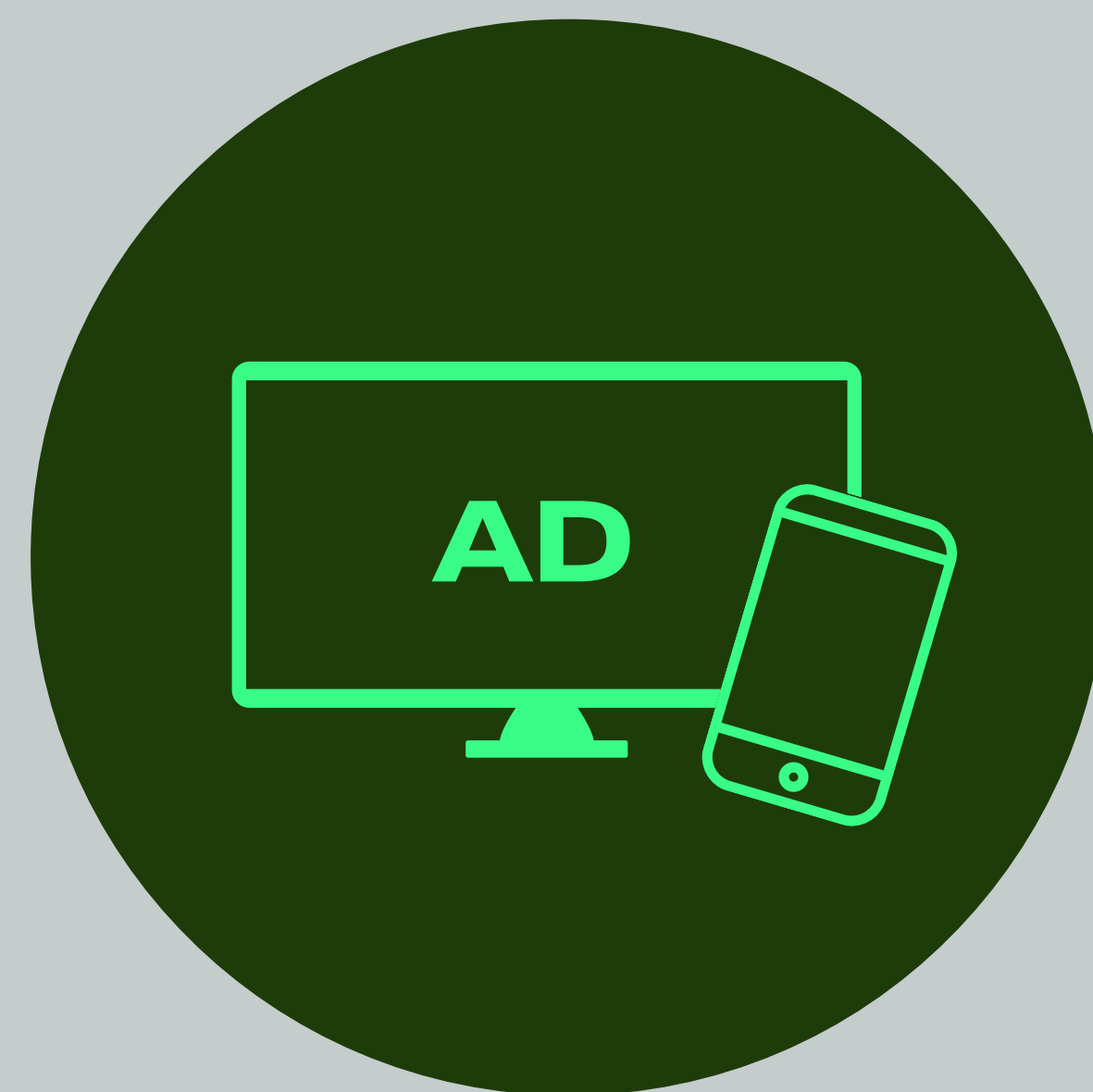
WHAT HAPPENS

ADVERTISING EMISSIONS

UPSTREAM EMISSIONS



Advertising is created



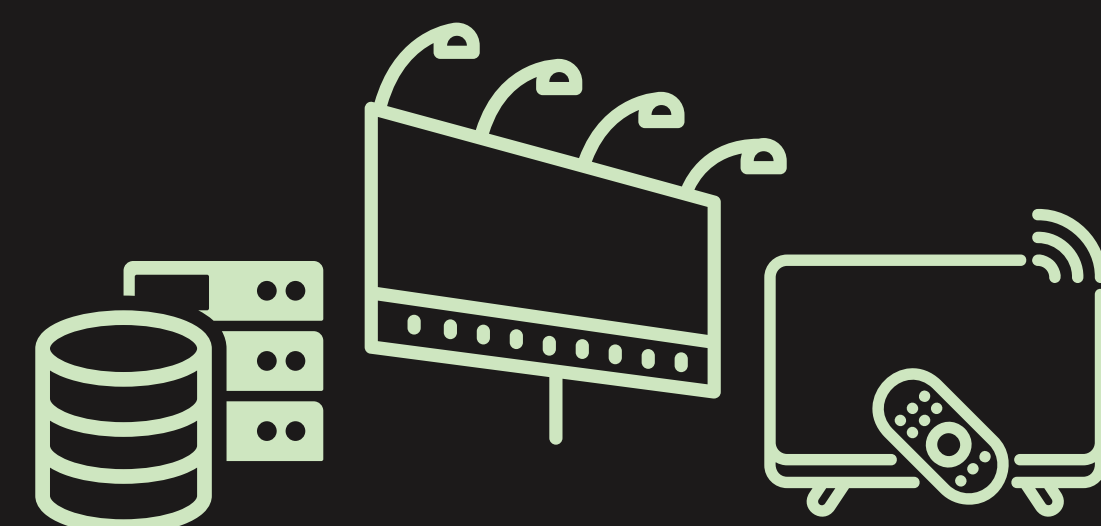
Advertising reached the audience

GHG EMISSIONS



Running an advertising agency

(e.g. offices, travel) and from the production process to make advertising



The electricity, servers, paper

required to air the advertising on TV, radio, in the press, online

ADVERTISED EMISSIONS

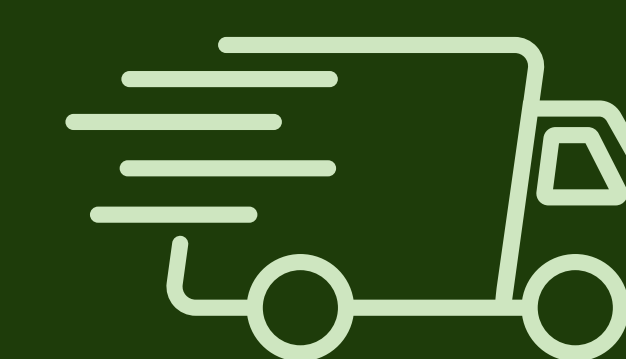
DOWNSTREAM EMISSIONS



Advertising generated demand



More products created



Global supply chain
(e.g. mining, shipping)



Manufacturing process
(e.g. processing, constructing, distributing)



From the product in consumer use and its disposal

03 | TAKING ACTION

3.1

GETTING STARTED

Despite the difficult landscape we find ourselves in, one marked by ESG backlash and consequent greenhushing, we continue to see that mission-driven agencies are doubling down on commitments to driving forward positive change.

In 2024, we conducted a survey of 87 agencies and learned 6,000,000 million euros had been turned down due to ethical concerns. Meanwhile 59% reported using no set framework or methodology for assessing the ethical credentials of the clients they represent.

This insight underscores that fact that greater coordination, clarity and client-demand is needed to accelerate this effort - which will inform how we shape our efforts going forward.^[16]

At present, across the Ethical Agency Alliance, agencies are already demonstrating their leadership through their commitment to join, which sets the barrier to enter at:

- » **Divest from oil and gas clients**
- » **Upskill 30% of staff in anti-greenwashing**
- » **Collaborate with peers on shared challenges and opportunities**



52%

of respondents turned down work due to ethical concerns, equating to an estimated €6m in client briefs.

The real figure, however, is a lot higher as some respondents reported that, because they instantly rejected a lot of work, there was no discussion of budget.



77%

77% believe brands recognize and reward ethical agency behavior

FROM INFLUENCE »» TO IMPACT

A framework for industry transformation

WORKSHOP

June 12, 6pm CET

CREATIVES FOR CLIMATE

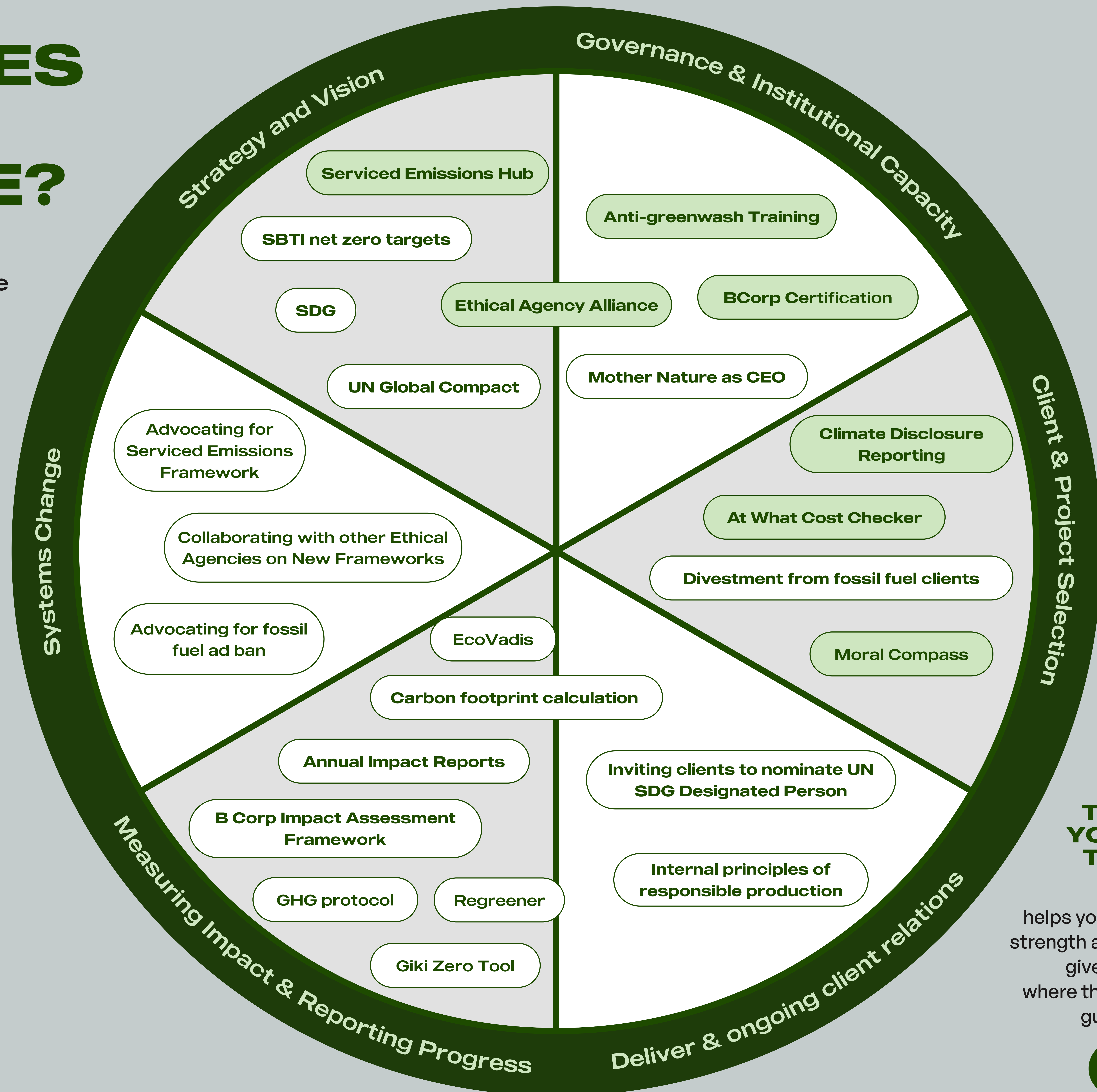
Funded by the European Union

Watch

Webinar, From Influence to Impact – A Framework for Industry Transformation, highlighting Serviced Emissions, an emerging framework

WHAT DOES ACTION LOOK LIKE?

We surveyed agencies to ask what else they are doing in line with the Six Key Action Area Framework: from governance to client selection to measurement and driving systemic change.



TELL US WHERE YOUR AGENCY IS TAKING ACTION

This short survey also helps you identify your areas of strength and opportunity, and to give us a clearer picture of where the industry needs more guidance and resources.

[Take the survey](#)

3.2

PIONEERING ACTION IN PRACTICE

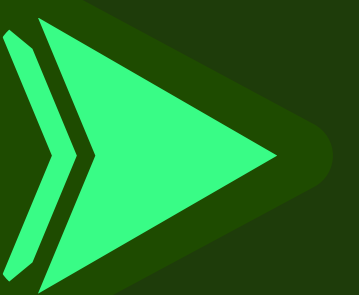
To further drive inspiration, we sat down with four leaders across our network to explore what innovation and leadership looks like, and how they took their first steps to get there.



Watch

Industry leaders, from **The Guardian** to **Channel 4** joined us at the Nature & Climate House for a powerful session led by Bellwethers Group and curated by our founder Lucy von Sturmer, exploring one essential question: **How do we drive real change from the inside out?**

Meet the leaders and get
inspired



Divestment & Upskilling

Lucky Generals

At Lucky Generals, we call ourselves “a creative company for people on a mission.” That’s not just a tagline, it’s our North Star. We work with partners who are serious about making a difference, whether that mission is cultural, societal, or environmental. Commercial goals matter, but values lead the way.

Our moral compass is guided by a simple question: Does this work make the world better, or at the very least, not worse? That’s our baseline.

We don’t work with fossil fuel companies whose business models are incompatible with climate goals. We avoid briefs that exploit vulnerable audiences. And we’ve turned down commercially attractive work when it didn’t sit right with our conscience.

People and planet aren’t a side note, they’re the brief. Ethics doesn’t mean dull, it means rigour, and in a world where audiences are more alert than ever to hypocrisy, we believe it’s not just the right thing to do, it’s the smart thing too.

This shapes everything: who we work with, what we create, and what we walk away from. It’s not branding. It’s the backbone. Our ambition is to make work that earns its place in culture and actually moves the needle. We also partner with good humans. If you’re making money from harm, to people, planet, or truth, we’re not for you.

IMPACT

- **New creative conversations**, where sustainability isn’t a bolt-on, but a core consideration.
- **Stronger alignment between teams**, as strategists, creatives, and producers build a shared language and understanding of how to spot greenwashing.
- **Boosted internal confidence**. People feel they have permission to challenge, to question, and to champion better ways of working.

HOW TRAINING DRIVES IMPACT

We rolled out Creatives for Climate’s Anti-Greenwashing training across our London and New York offices and it has been one of the most useful things we’ve done – not just because our work is under more scrutiny (though it is), but because it’s made us sharper, and more aware of our choices.

The course gave us the tools we actually need from clear legal guidance, to real-world examples, and practical ways to sense-check the work; and it’s built confidence across the team.

Now, we spot the red flags earlier. We ask better questions. And we’re more comfortable challenging the brief if something feels off.

It’s also plugged us into what we call the trifecta effect:

- Clean Creatives
- Purpose Disruptors
- Ethical Agency Alliance via Creatives for Climate

Being a part of these networks has connected us to a wider community, where shared action and collective pressure make a bigger dent. And it’s helping us bring clients along too by raising the bar not just in our process, but in the conversations we’re having at the briefing stage.

“

If I could offer one piece of advice to other agencies: don’t wait for perfect clarity before you act. Regulation is catching up. But you don’t need to be a legal expert to know that what you say, and don’t say, matters...

...Start by giving your teams the tools to have the right conversations. Build frameworks that feel like your culture, not someone else’s. And trust that ethical, low-carbon creativity isn’t about making your work smaller. It’s about making it smarter.”



Lameya Chaudhury
Head of Social Impact, Lucky Generals

HOW WE APPLY THIS IN THE WORK

We believe creativity is influence. Every brief is a chance to shift culture, or cement the status quo. That’s why we invested in training to deepen our understanding of emissions, ethics, and impact.

Now, we build checkpoints into our creative process. We ask:

- Are we normalising sustainable behaviours?
- Are we celebrating progress - or greenwashing?
- Are we promoting responsible consumption, or just driving demand?

We’re not perfect but we’re intentional. Our strategists, creatives and producers are now equipped to think about emissions as part of the creative equation.

ACTION AREA ALIGNMENT

2 Governance & Institutional Capacity

3 Client & Project Selection

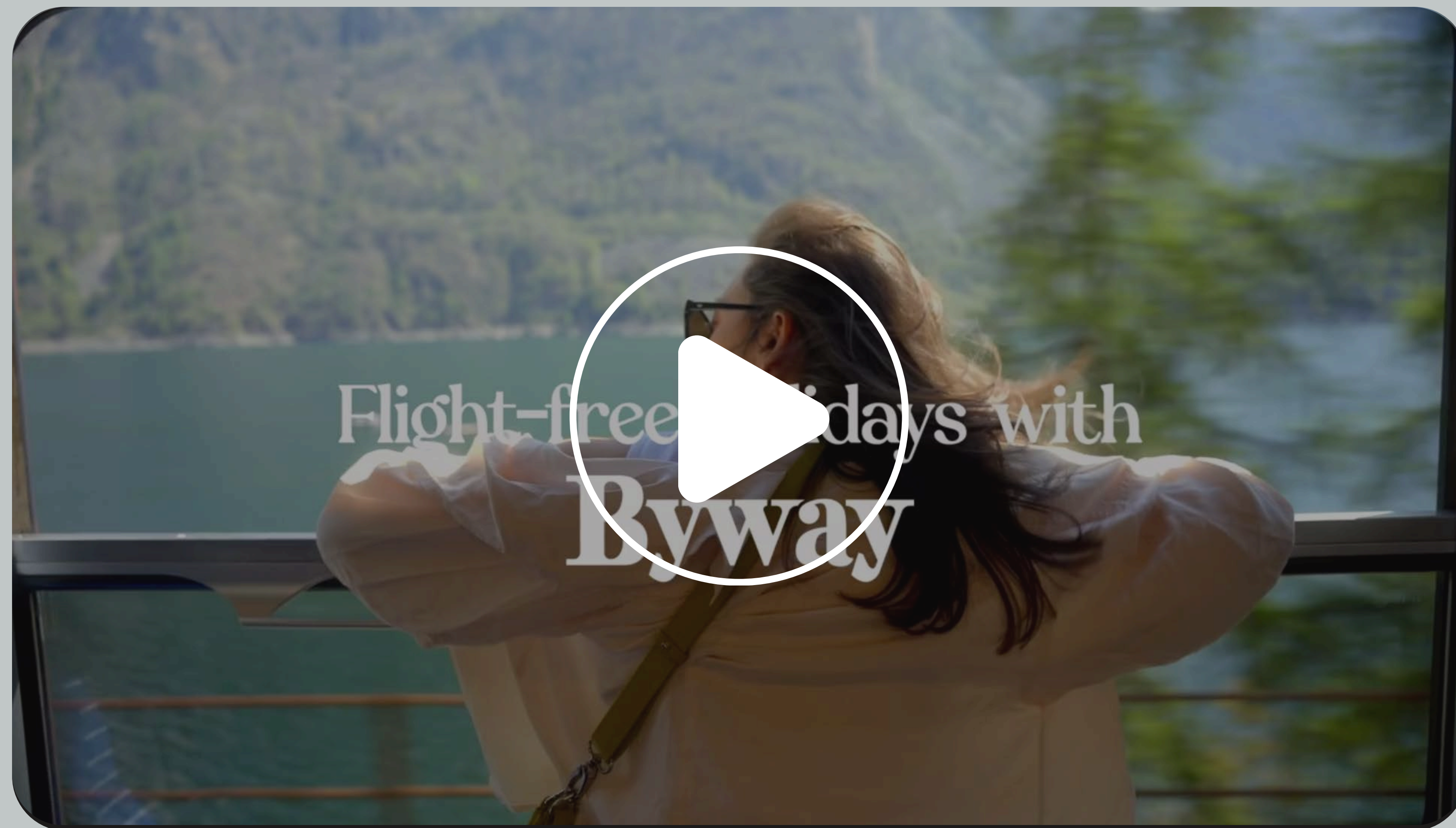
4 Delivery & Ongoing Client Relations

Nice
and
Serious

Advancing Low Carbon Clients

Nice & Serious

As an agency, we're committed to creating work the world needs, partnering only with brands, charities and organisations driving positive impact. Byway, the B Corp-certified flight-free travel company, fits squarely into that commitment. Reducing serviced emissions isn't just about cutting our own footprint; it's about using creativity to shift behaviours and influence emissions at scale.



IMPACT

- » Byway saw record-breaking traffic to their site and a major uplift in engagement across channels. The campaign helped Byway reach a wider audience of eco-conscious travellers to discover the wonder of flight-free travel.

CHALLENGE

When Byway asked us to create their first-ever above-the-line campaign, the goal was to raise awareness and drive consideration among a broader audience of eco-conscious travellers, people who weren't actively seeking flight-free holidays, but could be persuaded.

We began with defining the opportunity. Byway travellers want richer, more meaningful experiences, so rather than focus on what they're giving up, we showed them what they gain.

Our campaign, "Skip the Shortcuts", was built around the insight that when you take the fastest route, you miss everything in between. We brought that idea to life through a fast-paced hero film and a series of OOH ads that balanced spontaneous moments with the calm of train travel; capturing the richness of a typical Byway holiday.

The core challenge was behavioural: people are used to flying for convenience, and sustainability alone rarely drives bookings. We needed to overcome the perception that slow travel is a compromise.

Most people know flying has a high environmental impact, but they don't want to give up ease or time. Our challenge was to show that skipping flights isn't a sacrifice for your holiday, it's an upgrade. One that leads to deeper experiences and unexpected moments.

APPROACH

Getting people to fly less is one of the most effective ways to reduce travel emissions, but that message alone rarely changes behaviour. Rather than lead with sustainability, we built a campaign that made slow travel feel like the better choice. "Skip the Shortcuts" flipped the narrative, positioning flight-free holidays as richer, more rewarding and worth slowing down for.

“

Sustainability can be a hook, but it won't convert on its own. To drive sustainable behaviour change at scale, the lower-emission option has to feel like the better choice. That means meeting people where they are at, making the message relevant to their daily lives and reframing environmental benefits into human, emotional ones. Remember, sacrifice never sells.”



Tom Tapper
Founder, Nice and Serious

ACTION AREA ALIGNMENT

- 1 Strategy & Vision
- 3 Client & Project Selection
- 4 Delivery & Ongoing Client Relations
- 5 Measurement of impact and reporting



Nature on the Board

Blyde PR

For many leaders, giving “nature” a seat in the boardroom still felt too complicated, too symbolic, too radical, or too abstract to act on. Business culture is still dominated by short-term goals and shareholder value, making it hard to prioritise the planet’s long-term health.

IMPACT

- » Internally, this meant committing to tough decisions - like turning away revenue in a tough business climate, and challenging partners and clients to raise their ambitions.

By publicly appointing Mother Nature as our CEO - inspired by our great friend Brad Vanstone of Willicroft, - we sparked a wider conversation about nature-inclusive entrepreneurship.

The key challenge is now showing that embedding nature into decision-making is not only morally right, but also practical, inspiring, and good for business in the long run.

- » The idea has been featured in the media and has inspired peers, NGOs, and brands to explore related governance steps.

Via the Onboarding Nature Toolkit several organisations have since taken up the “Nature on the Board” concept, appointing environmental advisors or integrating nature-positive principles into their decision-making.

APPROACH

At Blyde, we appointed Mother Nature as our CEO. She is our consciousness. This was more than a symbolic gesture: it embedded nature’s voice into every level of our business.

As a purely impact-driven PR and communications agency, we wanted a constant compass to keep us thinking long-term in a short-term world. Mother Nature as CEO means setting the targets that are needed, not just those that feel comfortable.

It means asking, before any decision:

“What would Mother Nature think?”

“Would this have a positive or negative impact on her?”

We:

- » Ended relationships with existing clients and declined new ones that don’t align with our mission.
- » Co-initiated Fossil Free Deal, signed by 80+ agencies in the Netherlands, committing to reject fossil fuel clients.
- » Invested in renature and empowering projects through our own foundation.
- » Contributed to a working group to help develop B Lab’s Onboarding Nature Toolkit, giving companies worldwide practical guidance to integrate nature’s voice in their operations.

- » Used our platform to inspire other organisations to give nature a formal seat at the table — whether as a symbolic “Nature on the Board” position or a literal environmental advisor in governance.
- » Joined the Ethical Agency Alliance to demonstrate our commitment and initiated the first Dutch agency collaboration breakfast

“

Embedding nature in decision-making is a mindset shift, not a marketing stunt. It works best when paired with clear commitments, and the willingness to act upon it. Symbolic acts open the door, but it’s the day-to-day discipline – the questions you ask, the deals you walk away from, the projects you champion, and the tools you co-create – that make it real. Nature’s voice isn’t a “nice to have”; it’s the inspiring voice that is essential for long-term prosperity.”



Nynke van den Broek
Co-Founder Blyde PR

ACTION AREA ALIGNMENT

1 Strategy & Vision

6 Systems Change



Embedding Te ao Māori in Marketing Practice

RUN

RUN Aotearoa is a Māori-owned, design and advertising agency founded in 2008. Guided by both creative excellence and indigenous values, RUN focuses on campaigns that serve people and planet rather than fuelling overconsumption. RUN's work exemplifies how cultural governance and Indigenous perspectives can directly influence how brands communicate and, by extension, the environmental and societal impact of those communications.

IMPACT

- **Capacity building:** Marketers gained confidence to integrate Māori perspectives into brand strategy, avoiding surface-level gestures.
- **Systems change:** By embedding cultural governance into marketing practice, organisations began shifting both narratives and norms. One participant, for example, applied learnings by ensuring mana whenua (local iwi) formally opened a major event, an action that grounded the event in respect and partnership.
- **Scaling impact:** The workshop has expanded beyond corporates to include universities and public sector organisations, multiplying its reach across sectors.
- **Client alignment:** RUN's values-driven approach continues to attract purpose-led clients, reinforcing the link between agency values and serviced emissions accountability.

CONTEXT

Marketers in Aotearoa New Zealand were increasingly seeking to align with Te Tiriti o Waitangi (the Treaty of Waitangi) and engage with Māori culture in their campaigns. Yet many struggled with: knowing where to start, fear of tokenism or causing offence, translating principles and knowledge into everyday marketing practice. Without guidance, this gap risked superficial campaigns that could reinforce harmful narratives, undermine trust, or miss opportunities to drive authentic change.

THE INTERVENTION

RUN designed the Te ao Māori for Marketers workshop: a 5-hour, in-person training that equips marketing professionals with practical tools to embed te ao Māori (Māori worldviews) into communications.

The workshop covers:

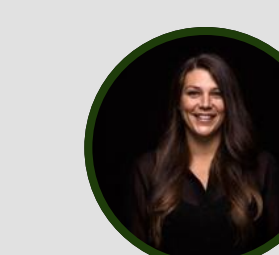
- The principles of Te Tiriti o Waitangi.
- Te reo Māori (Māori language).
- Tikanga and kaupapa Māori research ethics.
- Do's and don'ts for respectful engagement.
- Real-world examples of culturally aligned campaigns.

Delivered in partnership with the New Zealand Marketing Association and other organisations, the programme provides both credibility and reach, ensuring the learnings ripple across multiple organisations.



“

Creating space for cultural learning is, in itself, an act of environmental leadership. Te ao Māori, the Indigenous Māori worldview, teaches us that everything is connected – people and the environment – and that true sustainability comes from reciprocity and respect. It's been encouraging to see how well the workshops have been received, and how they've opened the eyes of many attendees to look beyond mainstream approaches toward more holistic, interconnected ways of working.”



Laura Cibilich
Co-Founder, RUN Aotearoa

ACTION AREA ALIGNMENT

2

Governance & Institutional Capacity

6

Systems Change

3.3

THE AGENCY INTEGRITY CURVE

Embedding Te ao Māori in Marketing Practice

Looking for a step-by-step pathway to get you started?

Every agency is at a different stage in its journey toward climate integrity.

Some are just beginning to question the impact of their work, while others are already leading by example.

To help agencies locate themselves on this spectrum, we've created a simple self-assessment framework to help you locate your progress, and set the bar for higher ambition.

Dive in to gain inspiration on how to select clients, uphold ethical standards, and lead the industry toward climate solutions.

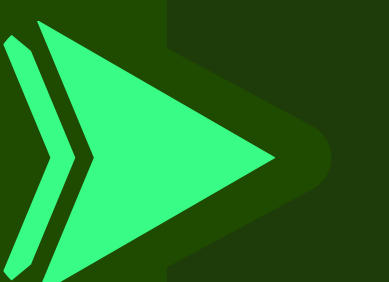
The concept of the sector being divided into 'passive', 'participant' and 'pioneering' players is drawn from the [IPA Agents of Change Report 2024](#).



Watch

Webinar, **Creative Integrity: How Leading Brands are Rethinking Agency Partnerships**, outlining the risk of working with agencies who continue to drive planetary and health harm, and the pathways beyond and solutions.

A PATHWAY FROM PASSIVE TO PIONEER



3.4

THE AGENCY INTEGRITY CURVE

A Pathway from Passive to Pioneer

LOOKING FOR A STEP-BY-STEP PATHWAY TO GET YOU STARTED?

Every agency is at a different stage in its journey toward climate integrity.

Some are just beginning to question the impact of their work, while others are already leading by example.

To help agencies locate themselves on this spectrum, we've created a simple self-assessment framework to help you

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The concept of the sector being divided into 'passive', 'participant' and 'pioneering' players is drawn from the [IPA Agents of Change Report 2024](#).

Passive

BUSINESS-AS-USUAL

You're taking on work that contributes to high emissions, with no policies or influence in place to change that.

Indicators

- » Accepts briefs from fossil fuels, luxury aviation, fast fashion without restriction.
- » Motivated by revenue, risk avoidance, or holding company pressures.
- » Limited awareness of greenwash risk.

Participant

LINE-IN-THE-SAND SETTER

You're drawing boundaries, saying no to the most harmful actors, and making your first commitments.

Indicators

- » Partial client exclusions, ad-hoc refusals, some internal policies.
- » Has joined the Creatives for Climate Community, signed the Clean Creatives or Comms Declare Pledge
- » Motivated to build credibility and take first steps at scale

Pioneer

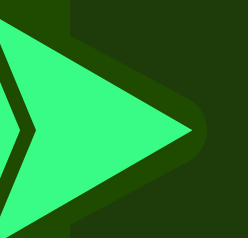
THE CHANGE AGENT

You're leading by example, fossil-free, climate-aligned, and shaping the industry's transition.

Indicators

- » Joined the Ethical Agency Alliance and committed to climate solutions.
- » Measuring and reporting serviced emissions using peer frameworks.
- » Sharing climate impact data in case studies and impact reports.
- » Engaging with initiatives like Conscious Advertising Network or using Purpose Disruptors Advertised Emissions Methodology.

YOUR FIRST STEP AS AN AGENCY



THE AGENCY INTEGRITY CURVE



Passive

BUSINESS-AS-USUAL

You're taking on work that contributes to high emissions, with no policies or influence in place to change that.

Indicators

- Accepts briefs from fossil fuels, luxury aviation, fast fashion without restriction.
- Motivated by revenue, risk avoidance, or holding company pressures.
- Limited awareness of greenwash risk.

FIRST STEP

- ☐ Start internal conversations about values and boundaries for future work.
- ☐ Identify precedents in past briefs where a client has been rejected on ethical grounds e.g., arms manufacturing or tobacco.
- ☐ Map your portfolio using the Client Disclosure Tool to gain an overview of where your high carbon client industries are grouped.
- ☐ Empower staff with Creatives for Climate's free anti-greenwash tools to avoid risk and raise awareness
- ☐ If applicable, map your current industry association's positions on servicing high-carbon clients

Participant

LINE-IN-THE-SAND SETTER

You're drawing boundaries, saying no to the most harmful actors, and making your first commitments.

Indicators

- Partial client exclusions, ad-hoc refusals, some internal policies.
- Has joined the Creatives for Climate Community, signed the Clean Creatives or Comms Declare Pledge
- Motivated to build credibility and take first steps at scale

FIRST STEP

- ☐ Join the Ethical Agency Alliance for peer innovation, support and client referrals
- ☐ Identify high risk clients or projects and design clear escalation procedures for work misaligned with a liveable future.
- ☐ Drive systemic change by using your position to challenge industry norms, advocate for change and co-create new standards.
- ☐ Share knowledge and learnings openly to inspire others in the industry to co-create new standards.
- ☐ Invest in capacity building through the Creatives for Climate Membership or Academy.

Pioneer

THE CHANGE AGENT

You're leading by example, fossil-free, climate-aligned, and shaping the industry's transition.

Indicators

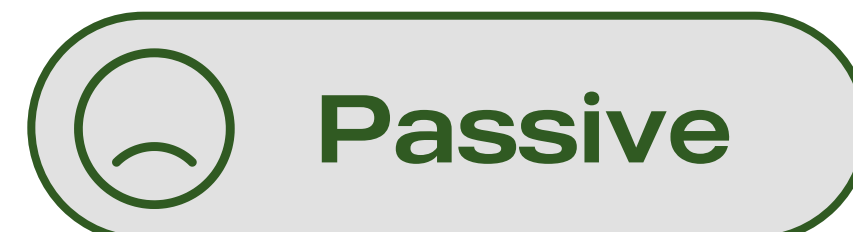
- Joined the Ethical Agency Alliance and committed to climate solutions.
- Measuring and reporting serviced emissions using peer frameworks.
- Sharing climate impact data in case studies and impact reports.
- Engaging with initiatives like Conscious Advertising Network or using Purpose Disruptors Advertised Emissions Methodology.

FIRST STEP

- ☐ Develop a Serviced Emissions Policy outlining how you define, measure, and reduce serviced emissions, and the responsibilities of staff and leadership.
- ☐ Introduce Incentive Mechanisms into compensation for climate-related emissions reduction targets.
- ☐ Integrate a post-project climate review into every debrief, feeding learnings into future briefs.
- ☐ Assign a Senior Leader as a Serviced Emissions Champion (or Nature Champion) with responsibility for quarterly reporting to the board.
- ☐ Actively participate in the Serviced Emissions Hub to engage with other Professional Service Providers (PSPs) beyond the creative sector.

IF YOU KEEP PROGRESSING...

Here is your potential 2030 Vision



Passive

BUSINESS-AS-USUAL

Many agencies start here, it's a chance to reset and rethink your course for the future.

You have a choice to make - continue enabling harm, or make critical changes to align with a more positive future.

If you start working to phase out fossil fuels now, by 2030 your agency could have fully moved away from the most harmful work, and built partnerships with clients who value climate-positive creativity.

Acting early could still set you apart in an industry rapidly transitioning toward ethical and regenerative practices, attracting purpose-led brands and top talent.



Participant

LINE-IN-THE-SAND SETTER

By 2030, you're recognised for your clear fossil-fuel-free policy, and on a pathway towards zero tolerance for harmful work.

This leadership won't just enhance your reputation, it will future-proof your business against the inevitable market shifts as the tide turns on high-carbon work.

By building on this baseline commitment, you can work to secure long-term contracts with future-facing brands, tap into high-growth markets like clean energy, circular economy, and climate-health, and attract top creative talent who want to work for a values-driven agency.



Pioneer

THE CHANGE AGENT

By 2030, you're a recognized leader redefining the creative industry's role in tackling climate change.

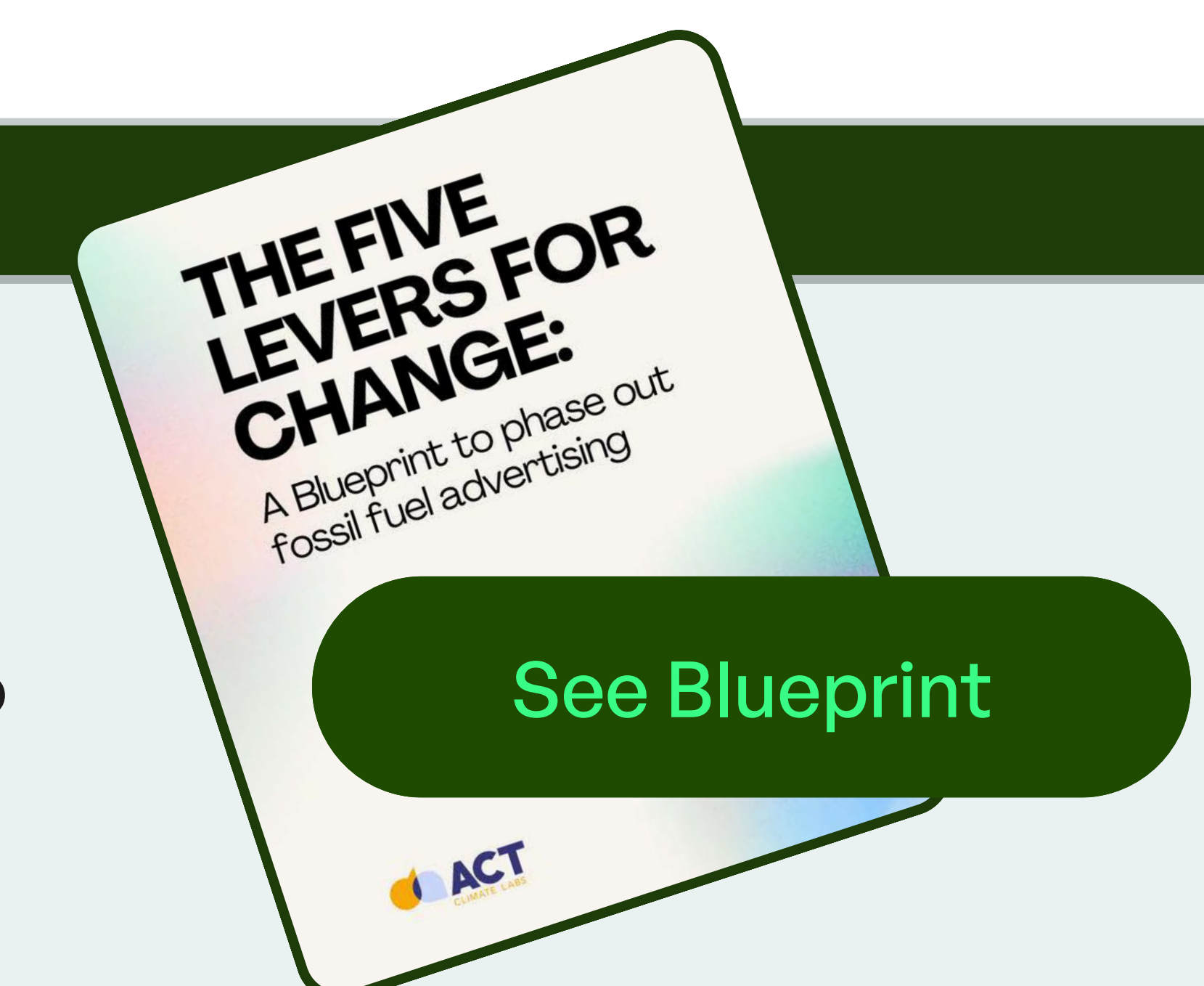
Your agency is a global reference point for regenerative, climate-positive work, shaping briefs, influencing regulators, and inspiring other agencies to follow your lead.

With a fully trained team, robust decision frameworks, and industry partnerships, you're shaping new sustainability standards while growing both impact and profitability in the clean economy.

Your leadership attracts future-facing brands, inspires others, and creates lasting ripple effects across the creative industry, growing both your impact and profitability in the clean economy

STILL NOT SURE WHERE TO START?

We understand every agency does not fit neatly into a category or box, but we do hope this framework is helpful for advancing ambition and action. To dive deeper into how to navigate this transition, we recommend diving into [ACT Climate Lab's Five Levers of Change Blueprint](#) on how to transition away from fossil fuel clients step-by-step.



3.5

SUPPORT FOR BRANDS FACING TIGHTENING ACCOUNTABILITY

Clients have a leading role in driving the ecosystem forward. The choices they make in commissioning and partnerships determine the values and direction of the sector.

At a time when factors such as regulatory shifts in the EU (CSRD, Green Claims Directive), UK (transition plan requirements), investor and public concerns about climate change are rising, it is essential for brands to identify partners who will reinforce not undermine their values and climate commitments.

Many companies have now set science-based targets (SBTi) and are publishing Corporate Transition Action Plans (CTAPs) to show how they will decarbonise across their entire value chain. As part of these plans, brands will increasingly need to address not only operational emissions but also the wider ecosystem of service providers, including their marketing, PR, and creative partners.

The credibility of their transition plans, and their ability to deliver on them, depends on ensuring that influence and investment align with science-based integrity. When this alignment breaks down, the consequences are public and reputational.

Take for example COP, the international political platform where nations are expected to demonstrate the highest level of climate ambition and action. The organisers of COP30, to be held in Belém, Brazil, have found themselves under fire globally for awarding an \$835,000 contract to Edelman for strategic media and PR support.

This is despite 5.64% of Edelman's turnover coming from contracts with fossil fuel clients – a figure far higher than any of its rivals, according to Clean Creatives.^[17]

Across and beyond the sector, there has been huge outrage that the world's most important climate conference has hired an agency to represent and tell its story - which is currently also representing the client

interests of oil and gas polluters such as Shell, among others.

As Rachel Rose Jackson of Corporate Accountability put it -

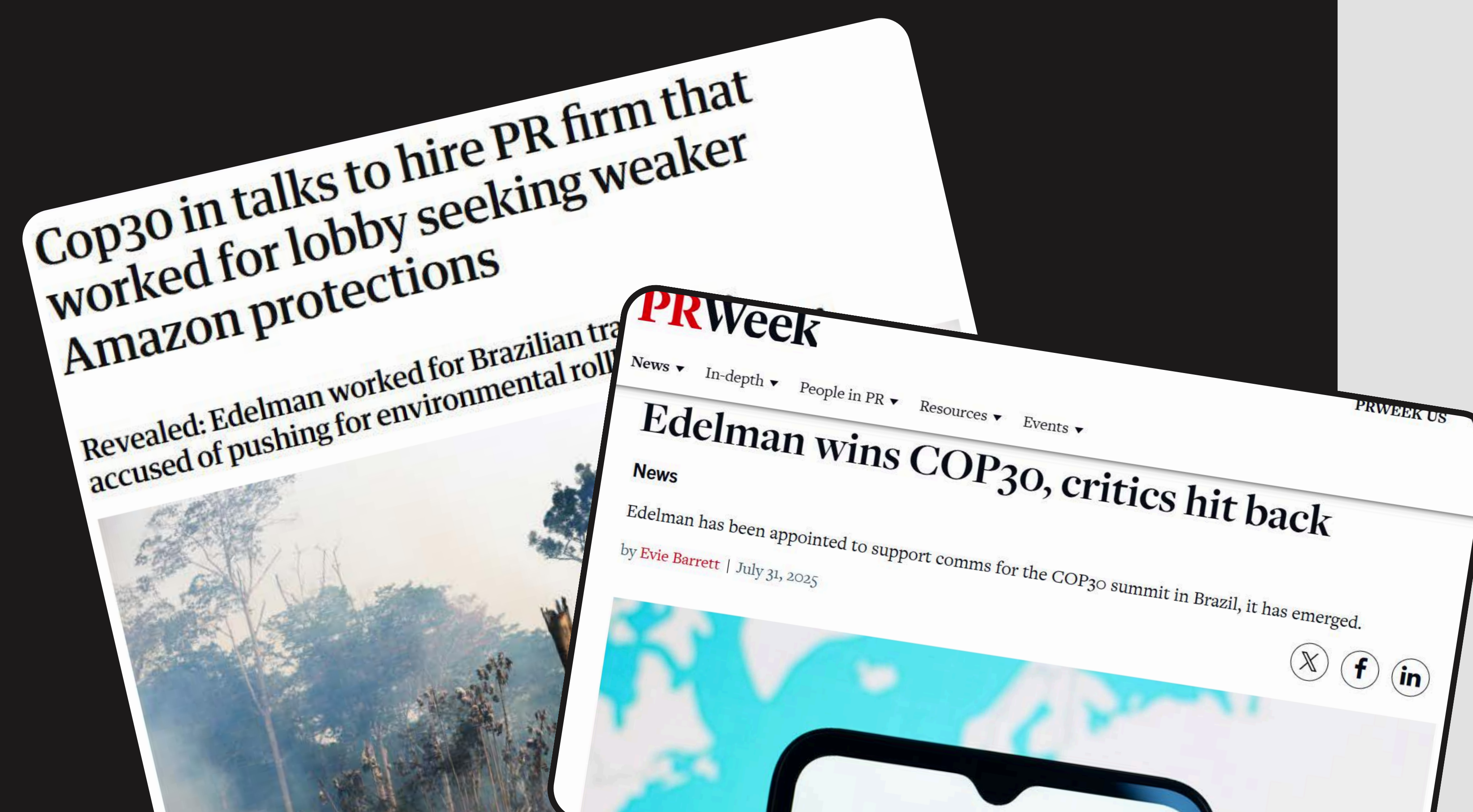
“Having a fossil fuel supporter and climate crisis enabler playing a key role in COP30 is egregious. We are not going to save the planet with PR spin.”

Among agencies within the Ethical Agency Alliance, there is growing frustration that even the most critical climate minded clients are slow to adapt. Speaking to Rodrigo V Cunha, CEO of Brazilian born agency Profile - who is taking voluntary steps to cut ties with major polluters, he said:

“How can a PR firm with ties to the fossil fuel industry be trusted to lead global communications for COP30? While transitioning away from fossil fuels may take time, it's time for the communications industry to change course and invest energy in generating ideas that build the new world we need, rather than promoting the old. Continuing to promote fossil fuels represents a clear conflict of interest that threatens the future of humanity.”



Rodrigo V Cunha
Profile CEO



3.6

INTRODUCING BRIEF FOR BETTER:

BRAND COMMITMENT & FREE SERVICE

Creative procurement is one of the most under-examined levers for climate integrity, yet it's where many of the most important decisions happen.

To support companies and organisations - whether you're a brand, non-profit, institution, or public body - navigate these changes we have launched the Brief for Better, a matchmaking initiative that connects clients with vetted, values-aligned agencies from the Ethical Agency Alliance.

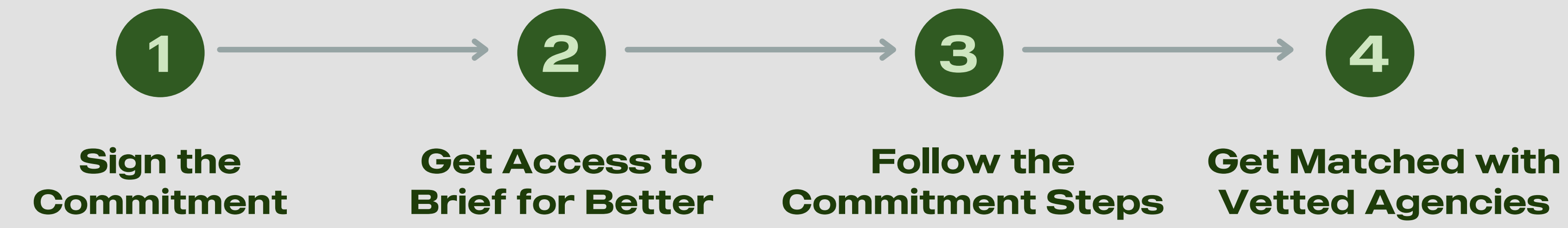
Whether you're preparing to issue a new RFP or looking to strengthen existing partnerships, our matchmaking service helps companies and organisations integrate transparency and accountability into how they source creative services.

It consists of a commitment, and a free service to help you find the right vetted, ethical partner.



HOW IT WORKS





What You'll Gain:

- ✓ **Access to the Brief for Better** initiative, connecting you with pre-vetted, sustainability-literate, award-winning agencies.
- ✓ **Expert support** from our team throughout the process.
- ✓ **Reduce risk and save time** by working with trusted partners and gaining trusted recommendations.
- ✓ **Strengthen brand trust** and demonstrate readiness for evolving regulations such as the Green Claims Directive and CSRD by embedding integrity into your creative supply chain.
- ✓ **Access to our procurement guidance**, including suggested RFP language and examples of integrity-aligned clauses to use in your procurement process
- ✓ **Connection to a growing network** of brands taking tangible steps toward responsible creativity and climate-aligned commissioning

Watch the Ethical Agency Alliance Showreel



The Brief for Better Commitment

This isn't a public pledge. It's a starting point for companies to bring greater transparency into the creative commissioning process.

By joining Brief for Better, you're invited to:

- **Invite transparency:** Ask current and future creative partners to share their client portfolios using tools like the [Client Disclosure Report](#).
- **Reflect on alignment:** Consider whether your agency partnerships support your company's sustainability and reputation goals.
- **Brief your agency partners:** Brief your agency partners: Where your company has Science-Based Targets (SBTi) or a transition action plan, we encourage you to introduce your creative partners to these goals. If an agency hasn't yet been briefed, consider scheduling a session within the next month.
- **Prioritise values-led partners:** Prioritise working with agencies who've signed the Ethical Agency Alliance MOU or publicly reject fossil-fuel clients (including oil, gas, coal, and infrastructure firms whose business relies on fossil fuel expansion or extraction)
- **Champion integrity in influence:** Use communications to accelerate, not undermine, the transition to a low-carbon, equitable economy.

By making the commitment, you'll join our Brief for Better network, a growing group of brands leading the shift toward transparent, values-aligned creativity.

Become a Brief for Better partner

WATCH THE ETHICAL AGENCY ALLIANCE SHOWREEL

Our ethical frontrunners are not only risk-free and climate-literate, they represent some of the world's most inspiring and ambitious award-winning creatives on the planet.



WHAT CLIENTS ARE SAYING?

“

We loved working with the Ethical Agency Alliance. Thank you to Creatives for Climate for connecting us with the right partner. They were a stellar partner from start to finish - talented, strategic, and SO inspiring to work with. We're so grateful for the match and the partnership.”



Hannah Jurist-Schoen
Project Drawdown

“

As a climate organisation, we prioritise working with agencies that align with our values... we found a like-minded agency that understands our objectives in unique ways.”



Stephanie Klotz
Strategic Communications Advisor, Climate-KIC

Watch our webinar

From Influence to Impact – A Framework for Industry Transformation



“

“It’s clear that the creative industries don’t just support business, they shape demand, drive culture, and influence behaviour at scale - and that influence carries a greater climate accountability than services that simply keep the lights on.”



Marisa Bueno Feitosa

B Lab standards specialist

A RELATIONAL LENS ON RESPONSIBILITY

B Lab’s standards offer an additional perspective on responsibility in client relationships. B Lab standards specialist Marisa Bueno Feitosa explains how they differentiate between ‘linked’ vs ‘contributing’ services, and why agencies carry higher responsibility.

“

When assessing a company’s climate impact, we often focus on its direct operations or supply chain. But what about companies whose services amplify the harm caused by their clients?

Not all services carry equal weight.

Consider a fossil fuel company hiring a bookkeeper versus an advertising agency. The former enables operations. The latter drives demand and shapes public perception, and that distinction matters.

We categorise fossil fuel producers and other harmful sectors (e.g., tobacco, weapons) as ineligible industries.

When a service provider works with one of these, we assess the level of risk based on the nature of their involvement:

Client’s ineligible industries	Type of service	Nature of the company’s involvement	Risk level
Fossil fuel producers; gambling; pornography; prisons and detention centers (including labor); tobacco (including all nicotine products); and weapons.	E.g. Bookkeeping	Linked to negative impact	Lower
	E.g. Advertising, marketing or PR	Contributing to negative impact	Higher

Advertising is considered ‘contributing to harm’ because it **enhances sales or reputation for a harmful industry**.

If ad agencies stopped working with fossil fuel clients, it would undermine the industry’s ability to maintain social licence and public support.”

3.6

ROADMAPS, RESPONSIBILITY AND REGULATION:

A COLLECTIVE RESPONSE TO A SHARED CHALLENGE

In 2024, UN Secretary-General António Guterres issued a bold challenge to the advertising and PR industry: stop enabling fossil fuel pollution and start aligning your influence with climate science.

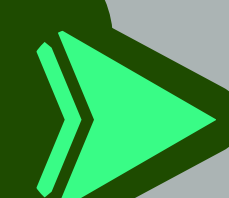
The path forward is clear: this is no longer just about reducing emissions, it's about transforming the systems that drive them.

We envision a future where the powers of persuasion drive climate justice and regeneration. Where creativity grows wellbeing, not GDP.

Where the industry's role is not to amplify consumption, but to accelerate solutions. That takes more than rhetoric.

We need roadmaps, responsibilities, and regulation, which is why we are championing three clear policy priorities to guide collective action in the lead-up to COP30 and beyond.

[What you can do?](#)



CHAMPIONING FOR CHANGE

We urge creative leaders, brand representatives, standard-setters, and funders to champion the following:

1. An End Fossil Fuel Advertising and Sponsorship	2. The Integration of Serviced Emissions into Climate Accountability Standards	3. Holding Brands Accountable for the Emissions They Service
<p>Fossil fuel companies use advertising, sponsorships, and branded content to delay action and maintain social license. These tactics distort public understanding of the crisis and obstruct meaningful progress.</p> <p>The creative sector must no longer be a conduit for this deception.</p> <p>We call for:</p> <ul style="list-style-type: none">» National and subnational fossil ad bans, following the precedent set by the Hague, Gothenburg, Amsterdam, Sydney, and Edinburgh.» An EU-wide legislative directive to ban fossil fuel advertising and sponsorships, mirroring tobacco regulations and creating a domino effect of legal precedent.	<p>Influence-driven sectors, including advertising, PR, and marketing, are currently excluded from most emissions frameworks, despite their documented role in accelerating demand for high-carbon products.</p> <p>We call for:</p> <ul style="list-style-type: none">» Formal integration of serviced emissions into Scope 3 accounting frameworks, including SBTi, GHG Protocol, and ISO standards.» Reassessing net zero eligibility of agencies and consultancies working on fossil fuel promotion.	<p>Creative influence is a commissioned activity. When brands fund high-carbon campaigns, they bear responsibility for the resulting impact, socially, culturally, and environmentally.</p> <p>We recommend:</p> <ul style="list-style-type: none">» Embedding climate-aligned criteria into creative briefs and procurement policies.» Auditing agency rosters and prioritising fossil-free partnerships to align with science-based targets.

04 | WHAT COMES NEXT IS UP TO ALL OF US

4.1

HOW CREATIVES FOR CLIMATE IS HELPING THE SECTOR MOVE FURTHER, FASTER

Without rapid mobilization and training, the gap between influence and integrity will grow.

Barriers to overcome:

6%

The capacity gap

76% of marketers have worked on sustainability campaigns, while 6% feel well equipped to do so

70%

The clarity gap

59% of ethical agencies report using no clear framework or tool for making client decisions while 70% are just at the beginning of their journey

€6m

The client-demand gap

mission-led agencies are acting, reporting that more than €6 million worth of prospective work has been turned down due to ethical concerns; but margins are hurting.

To get us there, we need more than good intentions: we need scalable upskilling, shared ethical frameworks, and new models of creative accountability that reshape how influence is commissioned, measured, and rewarded.

We also need to equip communicators to become frontline defenders of information integrity, and support businesses to advance for change by adopting simple frameworks, met with business rewards.

Looking ahead, we're building the scaffolding for this transition, aligning our work with the Serviced Emissions six action areas and prioritising where we see the greatest leverage for our contribution:

- **Capacity Building & Mindset Shift**
Open access resources, low-cost training, anti-greenwash education, and peer-led learning for creatives and their teams.
- **Awareness & Advocacy**
Campaigns, toolkits, and mobilisation to build collective momentum and raise sector-wide standards.
- **Client Engagement & Procurement Enablers**
Matchmaking ethical agencies with climate-aligned clients. Shifting briefs through serviced emissions and fossil-free policies.
- **Modelling New Business Models**
Championing new business models and strategic services aligned with creative integrity

4.2

CHANGE STARTS WITH INDIVIDUAL ACTIONS

While integrity can't rely on individuals alone, we need systems that make better choices easier, clearer, and more supported like Serviced Emissions, it always starts with individual action.

You don't have to wait for permission. You don't need a title to lead.

This movement is made by the actions of individuals like you, inside agencies, on brand teams, in design studios, and in pitch meetings.

Every moment you challenge the norm, say no to a polluter, rewrite a brief, share a better framework, or question a narrative, you are advancing the transition from creative extraction to creative regeneration.

That's why Creatives for Climate exists: to support and amplify this community of brave change agents, building the future of creative influence from the inside out.

You can start where you are, with what you have. Here are some tools and steps you can take to support and benefit from the shift to an industry rooted in Creative Integrity.

INDIVIDUAL CHANGEMAKER PATHWAY

1. Get clear on your impact

- » Explore the Anti-Greenwash Guide or Greenwash Watch Training to sharpen your understanding of integrity in your own work.
- » Map your current or recent clients, identify which ones align with a low-carbon future and which might be working against it.
- » If you're freelance, track where your income comes from. How much is tied to work you feel proud of? Where would you like to shift it?

2. Start the conversation

- » Talk to your team, manager, or peers about integrating climate integrity into everyday decisions.
- » If you face resistance, frame it as future-proofing the business, aligning with climate goals builds resilience, reputation, and long-term viability.
- » For freelancers, this might look like adding ethical guidelines to your contracts or sharing your red lines on who you work with.

3. Connect and collaborate

- » Join the Creatives for Climate community to connect with others doing this work, from freelancers to agency leaders.
- » Use the Hub to find practical tools, shared resources, and examples from agencies already taking action.
- » Collaboration helps turn isolated efforts into a collective movement for industry-wide change.

4.3

BOTTOM LINE: PLAYBOOKS DON'T CHANGE THE WORLD, PLAYERS DO

We know creative agencies are facing many challenges, from shrinking margins and shifting business models to increasing political and cultural polarisation. This can make turning down briefs feel risky.

Yet our members are reporting the opposite: values-based decisions are sharpening their positioning, building internal trust, and strengthening relationships with future-facing clients.

By taking a principled stand, they are distinguishing themselves in a crowded marketplace.

To accelerate faster, we hear the need for greater coordination and support, as well as simple, low cost frameworks and tools to implement.

This collaborative infrastructure is something we have been building - from free and low-cost upskilling, to shared tools and toolkits, and a peer forum for Alliance members to exchange insights and raise the bar together.

It's critical these agencies aren't making these changes in isolation: they're part of a collective that shares the risks and accelerates the learning curve. What we see is that they're not just weathering the storm, they're building the next creative economy.

Without legacy baggage or rigid hierarchies, they can move faster, adapt quicker, and innovate more freely - ensuring they are the best equipped for this new landscape.

We invite you to join us.

CREDITS

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Showreel credits

Campaign: **‘Benedict Lumberjack’**, Agency: **Lucky Generals**, Client: **Make My Money Matter**

Campaign: **Plastic Change**, Agency: **Worth Your While**, Client: **Plastic Change**

Campaign: **Deforestation Is Not A Fiction**, Agency: **Strike Paris**, Client: **Greenpeace**

Campaign: **Ray the Rug feat. Ray Winstone**, Agency: **Worth Your While**, Client: **Save Wild Tigers**

Campaign: **The Chocopocalypse**, Agency: **Nice and Serious**, Client: **Tony's Chocolonely**

Campaign: **Skip the Shortcuts**, Agency: **Nice and Serious**, Client: **By-Way**

Campaign: **Everyday Plastic**, Agency: **Enviral**, Client: **Greenpeace**

Campaign: **Blah Blah**, Agency: **Strike Paris**, Client: **Greenpeace**

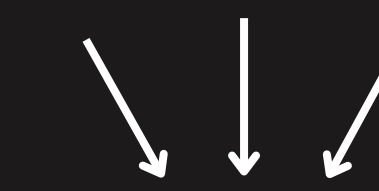
Campaign: **The Whole Picture**, Agency: **Lucky Generals**, Client: **The Guardian**

Editor: **Miles Rouse**

Finished the Playbook? Ready to test your knowledge?

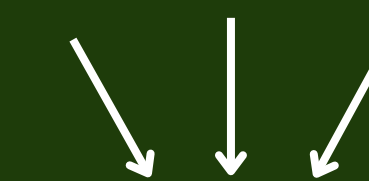
This quiz is a shared learning step designed to help build stronger foundations across your agency and the movement. You’ll get the correct answer and a short explanation after each question.

Feel free to keep this guide open as you go. Just like in real life, knowing where to look is part of the skill.



[Take the quiz](#)

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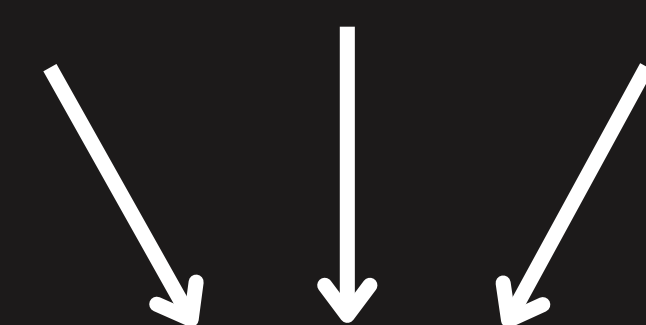
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[16] The term ESG backlash refers to the growing political and market pushback against environmental, social, and governance initiatives, which in some cases has led companies to reduce public discussion of their sustainability work, a practice known as greenhushing. For example, a [2023 Conference Board survey](#) found that nearly half of large U.S. companies have experienced ESG backlash and 61% expect it to persist or intensify (conference-board.org). Greenwashing, as reported by [The Guardian](#), [describes](#) companies deliberately under-reporting climate progress to avoid scrutiny or controversy, even while continuing their underlying efforts. While many businesses may have pulled back from overt messaging, findings from [Inc.](#) (2025) highlight that 79% of 400 surveyed corporate executives are continuing to invest in CSR and sustainability, not just as moral gestures, but because they see clear business value.

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