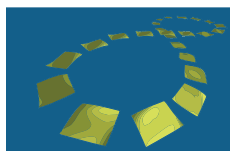


Advertisers
and Media
Buyers:
Do you know
where your
carbon is?



INSTITUTE FOR
SUSTAINABLE
COMMUNICATION



SUSTAINABLE
ADVERTISING
PARTNERSHIP

DID YOU KNOW that each page and every pixel that advertisers and their agencies buy also has a carbon footprint and an impact on the world's forests?

The NYU M.A. Program in Graphic Communications Management & Technology, Division of Media Industry Studies & Design at NYU-SCPS, with generous support from the CANADIAN FOREST PRODUCTS ASSOCIATION is proud to present this special Climate Week panel discussion organized with the ISC Sustainable Advertising Partnership.

— A — CLIMATE ACTION

CRISIS OF OPPORTUNITY

CARBON NEUTRAL MEDIA PLANS & SUSTAINABLE MEDIA SUPPLY CHAINS

a panel discussion

Moderator:

Don Carli, ISC Senior Research Fellow

Panelists:

**Avrim C. Lazar President & CEO,
Forest Products Association of Canada**

**Kelly Stephenson, Strategic Planner,
OgilvyEarth, Hopenhagen Team**

Beth Bengtson, Partner SDialogue

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The M.A. Program in Graphic Communications Management and Technology, Division of Media Industry Studies and Design at NYU SCPS is honored to host this vital educational industry discussion.

THIS SPECIAL CLIMATE WEEK NYC PANEL DISCUSSION WILL ADDRESS THE FOLLOWING QUESTIONS:

- How big is the combined carbon footprint of the hundreds of billions of dollars spent each year on print, broadcast, out of home and digital media advertising?
- What is the business case for assessing and managing the carbon footprint associated with print and digital media ad campaigns?
- What role can creative professionals, media planners, media buyers and production professionals do to ensure that their pages and pixels are carbon neutral?
- What role will responsible paper sourcing, healthy forests, sustainable printing, green IT and carbon neutral media plans play in addressing climate change?
- How can brand leaders and their advertising media supply chain partners take action to support world leaders seeking to “Seal The Deal” in Copenhagen?

MODERATOR:

DON CARLI

*ISC Senior Research Fellow, Director,
Sustainable Advertising Partnership*

Don is Senior Research Fellow with nonprofit INSTITUTE FOR SUSTAINABLE COMMUNICATION (ISC) where he is director of THE SUSTAINABLE ADVERTISING PARTNERSHIP and other programs addressing sustainable marketing, advertising, corporate social responsibility, enterprise communication, innovation and sustainable sourcing. He is also Executive Vice President of SustainCommWorld LLC and Sustainability Editor for Graphic Arts Monthly Magazine. For over 20 years Don has been a management consultant and senior advisor to advertisers, publishers and Fortune 1000 brands including Adobe, Dupont, Hewlett Packard, Kodak, Sun Microsystems, Time Incorporated, Xerox and The Economist. Don is an Alfred P. Sloan Foundation Industry Studies Program Affiliate Scholar, a lecturer at NYU and a member of the board of advisors of the AIGA Center for Sustainable Design, as well as member of the Institute for Supply Management and a 2007 recipient of the P3 Foundation “Luminaire Award” recognizing outstanding achievement and personal dedication by graphic communication industry innovators who are committed to educating themselves and others.



PANELISTS:

KELLY STEPHENSON

*Strategic Planner,
OgilvyEarth, Hopenhagen Team*

Kelly is a strategic planner with OGILVYEARTH, the global sustainability marketing agency of OGILVY & MATHER WORLDWIDE. Kelly is a proud member of the team that is bringing “Hopenhagen” to life – a global United Nations campaign designed to create popular support for the U.N. Climate Change Conference (COP 15) in Copenhagen later this year. She is also a part of the core team at Ogilvy Earth that works closely with corporations and brand clients to incorporate sustainability messaging and practices into foundational brand strategy. Kelly has worked on sustainability strategies for Kraft and Coca-Cola brands and on 360 integrated campaigns for Feeding America (the nation’s largest food bank network) and Junior Achievement of New York (a non-profit that brings economic and business education to the city’s youth). For Kelly, sustainability sensibilities come from deep roots. Growing up in Oregon gave her a formative education in the delicate balance between resource-based industry and the environment. Prior to joining OgilvyEarth, Kelly spent time as a pro-bono communications strategist with Kentuckians for the Commonwealth, an NGO in the coal country of Kentucky. There she gained first-hand experience with the human face of sustainability and came to appreciate the vital, lucrative role business can play in driving sustainable progress.

AVRIM D. LAZAR

*President & CEO,
Forest Products Association of Canada*

Avrim Lazar is President & CEO of the FOREST PRODUCTS ASSOCIATION OF CANADA, since Jan. 1, 2002. He also chaired the National Business Association Roundtable and is the Past-President of the International Council of Forest and Paper Associations (ICFPA). Mr. Lazar has held senior policy positions in the government of Canada in the Ministries of Justice, Agriculture, Environment and Human Resource Development. During this period he was responsible for national policy in areas as diverse as climate change, biodiversity, child poverty, employment insurance and labor force training. Mr. Lazar was Chair of the Committee of the Whole of the Second UN Conference of the Parties to the Convention on Biological Diversity in 1995. Mr. Lazar taught high school in Vancouver and Zambia from 1969 to 1973. Over the years, Mr. Lazar has given many courses in the graduate studies programs at the University of Ottawa and Carleton University. Mr. Lazar holds degrees in science and education, including a B.Sc (1968) from McGill University, a B.Ed (1970) and a Ph Ed in Ed (1976) from the University of Ottawa.



BETH BENGTON

Partner, SDialogue

Beth has over a decade of experience in digital media and interactive strategic communications, working on both agency and client sides, for both Fortune 100 and small clients alike. Her particular interest is examining how interactive media can be used to effectively engage and align stakeholders to achieve strategic objectives. Prior to SDialogue, Beth had been Vice President of Corporate Social Responsibility at imc2, a top digital marketing and communications company where Beth led the firm's efforts to explore ways that digital media could help clients achieve business objectives while generating a greater social and environmental impact. In addition to leading a research project to quantify the carbon footprint of banner ads while at imc2, she is also the author of "The State of Sustainability Communication, A Study: How Effectively the S&P 100 Communicates Sustainability."

PRESENTING SPONSOR:

THE FOREST PRODUCTS ASSOCIATION OF CANADA (FPAC)



The Forest Products Association of Canada (FPAC) is the voice of Canada's wood, pulp, and paper producers nationally and internationally in government, trade, and environmental affairs. Canada's forest products industry is an \$80 billion dollar a year industry that represents OVER 2% of Canada's GDP. The industry is one of Canada's largest employers, operating in hundreds of Canadian communities and providing nearly 750,000 direct and indirect jobs across the country. FPAC represents the largest Canadian producers of forest products. Our members are responsible for 75% of the working forests in Canada. Third-party certification of member companies' forest practices is a condition of membership in the Association — a world first.

For more information contact FPAC at OTTAWA@FPAC.CA

Please visit FPAC at [HTTP://FPAC.CA](http://FPAC.CA)



HOST:

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Students in the M.A. Program may apply for the PRISM scholarship each Fall and Spring semester, due to the generosity of our Advisory Board. These Board members share their experience, knowledge and vision as faculty, invite distinguished guest lecturers to the classroom; host industry events; provide career guidance; and mentor students. Applications are welcome now for Spring, Summer and Fall 2010 semesters.

Please contact Bonnie Blake, Director, at bonnie.blake@nyu.edu, and Ansley Dunn, Administrator, at ansley.dunn@nyu.edu to discuss your plans and goals.

Visit us at WWW.SCPS.NYU.EDU/GCMT for detailed information and the link to the online application.



REALITY

Climate change and sustainability are of growing concern to consumers, investors, government and the media. The effects of climate change are becoming increasingly visible and a global consensus has formed that human induced causes of global warming must be addressed.

A growing number of brands are making substantial commitments to developing and marketing sustainable products, reporting their greenhouse gas emissions and taking steps to transform their business operations and supply chain practices. This has led to increased editorial coverage about the “greening” of business and a bumper crop of new sustainable lifestyle publications, “eco” issues and special advertising supplements. Publishers and brand leaders have intensified their support for the creation of public service ads intended to raise awareness about sustainability and climate change. However, going forward, advertisers, publishers and their supply chain partners will be called upon to do more than raise awareness. They will be expected to seek solutions... and take action themselves. Increasingly they will also be compelled to address the fact that each page and every pixel of advertising they buy has a carbon footprint and an impact on the world’s forests.

Responsible brands will increasingly be expected to address climate change and sustainability in all aspects of their businesses, including the sustainability of their advertising media choices and the impacts attributable to their supply chain influence. In particular, publishers will be called upon to identify, quantify, offset and ultimately reduce the climate change impacts associated with their print AND digital media advertising supply chain practices. As a result, companies in the publishing supply chain will be called upon to reinvent their business practices. Energy costs, energy supply, energy efficiency, sustainable fiber sourcing, greenhouse gas emissions, green IT, e-waste and recycling are among the core issues that advertising and publishing supply chains will have to address.

In response, the Institute for Sustainable Communication (ISC) invites your participation in The Sustainable Advertising Partnership, an inclusive non-partisan coalition of advertisers, publishers, ad agencies, printers, paper companies, retailers and other key stakeholders dedicated to fostering the widespread adoption of supply chain practices that address climate change and sustainability. Organized as a project of the non-profit Institute for Sustainable Communication (ISC), the Sustainable Advertising Partnership works collaboratively with business, government, non-governmental organizations, and other stakeholders to promote the development, dissemination and use of information, tools, best practices, management resources and investments supporting the sustainable transformation of advertising and publishing supply chains.



RATIONALE

Neither print nor digital media advertising, as currently produced and managed, are sustainable... but they can be if advertisers and their supply chain partners work together. Collaboration is essential because print and digital media manufacturing and distribution supply chains are complex, highly fragmented, waste-intensive systems that employ vast quantities of energy, water and petrochemical products.

To put the amount of energy involved in context: According to the Energy Information Administration (EIA; www.eia.doe.gov), the US papermaking industry used 75 billion kilowatt-hours of energy in 2006... second only to the petroleum industry. However, digital media also consumes prodigious amounts of energy. During the same period in 2006 the EIA reports that data centers and servers in the US used over 60 billion kilowatt-hours of electricity. Electrical consumption by US data centers doubled from 2000 to 2006. Recent analysis by Gartner Research (www.gartner.com) indicates that data center energy consumption is expected to double again by 2010 and its growth is unsustainable.

In addition to the energy required to power servers, desktop computers, cell phones and e-books, manufacturing a computer requires the use of plastics, corrosive gasses and aromatic hydrocarbon solvents, plus the mining and refining of dozens of minerals and metals including tantalum, lithium, gold, silver and palladium. Additionally, at the end of their all too short useful lives, electronics have become the single largest stream of toxic waste created by man... a stream that is expected to become a veritable tsunami of toxic e-waste as people turn in their analog CRT TVs and buy large screen digital HD sets.

The week of September 20th, 2009 is Advertising Week in NY, when thousands of advertising professionals will gather to celebrate the importance and power of advertising. This week is also Climate Week in NYC, when hundreds of government and business leaders from around the world will converge upon New York City for a series of high-level meetings and events focused on the most urgent issue of our time: Climate Change

The conjunction of these gatherings presents advertisers and media buyers with a "Crisis of Opportunity" to know more and do more to change peoples minds, and behaviors... as well as to change the the world. One way to do this is through through emotionally compelling creative campaigns like "Hopenhagen." Another way is through carbon neutral media plans and sustainable print and digital media supply chains. To address this "crisis of opportunity" ISC's Sustainable Advertising Partnership (SAP) is holding the first in a series of events exploring practical ways that advertising, media & brand leaders can address and underscore the urgency for action on climate change.

Over the next five to ten years, we need to transition from making paper in outmoded paper mills built by our grandparents to producing paper, fuels, energy and renewable chemical and pharmaceutical feedstocks in a new generation of integrated biorefineries. Likewise, we need to transition from printing methods that employ wasteful and inefficient mass production to those which

employ leaner, greener digital printing and printed electronics manufacturing that support mass customization and dematerialization. In addition we will need to reduce the climate change impacts associated with the metastasizing growth in fossil fuel energy required to power our digital media infrastructure.

Business, government and day-to-day life depend on both print AND digital media to a far greater extent than is commonly realized... but neither is without its pluses and its minuses. As discussed, both have significant carbon footprints and life-cycle impacts that are seldom addressed to-day... but they will have to be addressed going forward. At drupa 2012, the graphic communications industry has an opportunity to come together and demonstrate how print and digital media supply chains can and must work together to ensure the sustainability of our common future.

Through participation in the Sustainable Advertising Partnership, your company will demonstrate its leadership in addressing climate change and sustainability. By working together across the supply chain with us, you will foster the widespread growth of sustainable business practices and transform the ways in which energy, materials and other resources are used throughout the advertising/publishing lifecycle.

BENEFITS

- Association with insightful brand leaders, publishers and supply chain companies who are working towards common goals.
- Timely independent assessment of GHG emissions and sustainability impacts.
- Access to expert advisory services, targeted research, best practices and benchmark data, tools and training resources to model and predict the environmental and climate change impacts associated with print design and digital media planning and supply chain decisions.
- Support for cost-effective retirement and purchase of carbon offsets for advertising and print-media related emissions.
- Targeted investment in print-media related sequestration, renewable energy and conservation projects.
- Recognition for measurable actions taken to address climate change and sustainability

JOIN US

To join the Sustainable Advertising Partnership or to learn more, please contact Oya Demirli, Executive Director, ISC at (212) 372-4859 or e-mail ODEMIRLI@SUSTAINCOM.ORG.

You can also visit: WWW.SUSTAINABLEADVERTISINGPARTNERSHIP.ORG

