

# Earth Day 2021

*Creative agencies taking part of change*

This Earth's Day, 22 April, is a time to reflect on the progress we've made towards nature conservation and celebrate the numerous creative agencies working with their communities.



# Participants



**Natsuko Sakai**  
*Director at Garden Eight*  
*Tokyo, Japan*



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*Project Manager + D&I Council*  
*Member at Foolproof*  
*London, UK*



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*Manager at Resn*  
*Wellington, New Zealand*



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*Project Manager at*  
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*Ibadan, Nigeria*



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*Chief Technology Officer*  
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*Utah, US*



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*Content & Creativity Lead at*  
*Code Computerlove*  
*Manchester, UK*



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**Laursen**  
*Head of Design at B14*  
*Copenhagen, Denmark*



**Maggie Estrada**  
*Lead Account Manager*  
*at Masclicks*  
*CDMX, Mexico*



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*Co-Founder of Mindly Studio*  
*Melbourne, Australia*



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COO at NIU  
*Malta*



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Manager at Octobot  
*Montevideo, Uruguay*



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Brand & Impact manager  
at Dept  
*Amsterdam, Netherlands*



**Lucy Dayman**  
Co-Founder at Y+L Projects  
*Tokyo, Japan*



**Jonas Marckert**  
Founder & ceo of Dorffjungs  
*Karlsruhe, Germany*



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**Susanna Pitts**  
SVP Head of Product Strategy  
Management at Essence  
*London, UK*



**André de Alencar**  
CEO at B-Young Social Media Co  
*São Paulo, Brazil*



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Branding & Strategic Design  
at Dos Cerebros  
*Madrid, Spain*

# Index

<b><u>Natsuko Sakai</u></b> , Garden Eight   Tokyo, Japan	5
<b><u>Laura Sowman</u></b> , Foolproof   London, UK	6
<b><u>Justus Smith</u></b> , Resn   Wellington, New Zealand	8
<b><u>Adebisi Adeyinka Dotun</u></b> , Big field digital   Ibadan, Nigeria	10
<b><u>Paul Solomon</u></b> , Thinkingbox   Utah, US	12
<b><u>Joel Stein</u></b> , Code Computerlove   Manchester, UK	13
<b><u>Rasmus Høymann Laursen</u></b> , B14   Copenhagen, Denmark	14
<b><u>Maggie Estrada</u></b> , Masclicks   CDMX, México	15
<b><u>Daniel Bulut</u></b> , Mindly Studio   Melbourne, Australia	16
<b><u>Bernard Agius</u></b> , NIU   Malta	18
<b><u>Olugbenga Ogunbowale</u></b> , Epower   Ibadan, Nigeria	19
<b><u>Neil Clark</u></b> , Manifiesto   London, UK	20
<b><u>Regiane Folter</u></b> , Octobot   Montevideo, Uruguay	22
<b><u>Jozien Ripping</u></b> , Dept   Amsterdam, Netherlands	23
<b><u>Lucy Dayman</u></b> , Y+L Projects   Tokyo, Japan	24
<b><u>Jonas Marckert</u></b> , Dorfjungs   Karlsruhe, Germany	25
<b><u>Danil Goncharenko</u></b> , Zajno   Los Angeles, US	27
<b><u>Susanna Pitts</u></b> , Essence   London, UK	29
<b><u>André de Alencar</u></b> , B-Young   São Paulo, Brazil	30
<b><u>Peio Tirapu</u></b> , Dos Cerebros   Madrid, Spain	31



# Natsuko Sakai

Director at *Garden Eight*

*Tokyo, Japan*

## What do sustainability and climate change mean to you?

*What we have to face now, looking back at human's past actions. As well as using technologies, I believe that there is much to learn from ancient knowledge and practices.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*Yes, knowing gives us awareness. It is a good idea to spread the information on media so that we can realize, think, and act from what we had.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*We are a digital studio and work with clients. I think we can start work with clients who care about sustainability. In the process, as we are in a digital industry, it is inevitable to think about electric power. For example, reducing the load of the websites, choosing web hosting which using clean energy, etc can be good ideas.*

*On the other hand, I believe that the number of creative companies and clients who are interested in sustainability needs to increase in the future. It seems they start caring about them recently, but in many cases, I feel that they are being put out as a public relations tool for business. We need to make it real.*

*We are looking forward to collaborating with clients who are not just looking for business success, but also those who care about sustainability as human beings living on the same planet.*

## How politics and governments are encouraging eco-friendly behaviour in your country?

*I think one of the features is that the private and public are collaborating to improve public transportation, especially in urban areas. Carbon dioxide emissions from travel account for a quarter of all life, so I think we have a good system and habit. Also, due to the nuclear power plant accident several years ago, there is a movement to encourage the use of renewable energy. It may sound like we're behind, but charging plastic shopping bags was a big improvement recently because it's a habit that has taken root in our lives.*

*However, I think we are behind compared to other countries overall. And I personally cannot expect a big change for politics and government. One of the reasons for this is generations have not changed. Now is a good time for Japan to be exposed to global perspectives i.g. nuclear issues and the Olympic games. I think we are in the process where we understand what we should update. The people around us are concerned about the environmental issues and I have high expectations for our country in the coming decades.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*I am optimistic about the possibilities. At least, we have to take responsibility for this. It is never getting too late to start things.*



# Laura Sowman

Project Manager + D&I Council Member of **Foolproof**



London, UK

## What does sustainability and climate change mean to you?

Sustainability is about making sure we don't look back in 10, 25, 50 years and regret our actions, or rather our inaction. It's to live within reason and not to the detriment of life and ecosystems on Earth. We should be taking steps towards mitigating our impact on the planet, and creating a circular economy. Climate change is not something that will happen one day, it's already happening, and it's hitting the world's poorest the hardest.

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

Climate change is a scientific reality, but has somehow become something we can choose to not believe in. Media has a lot of power over belief systems, and so I would say it does have the power to change this, but lacks motivation to do so. The way climate issues are reported can be quite polarising, which can divide the world into 'bad people' who use too much plastic and take long haul flights, and 'other' people who this has a negative impact on. Instead I hope this will change to a narrative which encourages people to understand this affects all of us, that we all need to help.

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

1. Working with the companies and governments who have the power to change things, so we can be part of designing a sustainable future.

2. We can use our skills to create things like this London Greenground map, a map for walking through London's green spaces.

3. Hire sustainability officers and designers who work to ensure the output of a company reaches B corp standards.

4. We should lead by example and be as vocal about sustainability as possible, putting it on the agenda to talk with other agencies. The environmental impact of tech is hidden, but also potentially easy to resolve, could be as simple as changing energy provider.

5. Reduce the price of design work for companies who off-set the effects of climate change. Perhaps government grants provide financial incentives or tax relief for agencies who take on this kind of work or establish "green" partnerships.

## How politics and governments are encouraging eco-friendly behaviour in your country?

We are now at a crossroads. For a long time politics and policy didn't understand what to do about the climate, and looked to the wrong people for advice. We're now in a position where the advice is readily available, the science is concrete & we have positive routes towards better futures.

Although it can be disheartening to see a lack of momentum in Westminster and central government, there is a lot of cross party work happening with back benchers, and even more happening at a local council level across the country. It's important to remember politics isn't just about what the prime

*minister is (or isn't) doing. For example, there are a growing number of local councils who have banned the use of pesticides. Train operators have sections of track powered by solar panels, a project delightfully named Riding Sunbeams, and rail networks have been working to restore wildflower meadows alongside tracks.*

*Even at a government level, the UK recently announced new legislation that will mean consumers have a 'right to repair' their electrical goods, by requiring manufacturers to make spare parts available, as well as new rules on how much energy appliances require to run.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*Without hope, there is nothing. It's never too late to negate the effects of climate change. Nature heals. As humans, we can to off-set our emissions and carbon footprint by walking instead of driving, reusing instead of thoughtlessly trashing, but without the continued support of big corporations and the government, who have the power to impose tighter regulations on the fishing, farming, transport, and energy sectors, we are going to reach a point of no return.*

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"Roughly **47%** of Greater London is 'green'; **33%** of London is natural habitats within open space according to surveyed habitat information and an additional **14%** is estimated to be vegetated private, domestic garden land."

Source: [https://www.gjgl.org.uk/keyfigures/#:~:text=Roughly%2047%25%20of%20Greater%20London,domestic%20garden%20land%20\(2\).](https://www.gjgl.org.uk/keyfigures/#:~:text=Roughly%2047%25%20of%20Greater%20London,domestic%20garden%20land%20(2).)



# Justus Smith

Marketing and Communications Manager at Resn



Wellington, New Zealand

## What do sustainability and climate change mean to you?

To me, sustainability and climate change mean thinking about the present with an eye on the future. They mean living within our ecological means. They mean appreciating that our every action has consequences. We face a complex web of interrelated environmental challenges in the world today. Even if we could become carbon neutral overnight, we're still depleting the world's natural resources faster than they recover. Humanity's footprint in the world is enormous and so large that half of the world's habitable land is now used for food production. We are witnessing another global mass extinction event in progress, with extinctions currently occurring at over 1000 times the background rate. The list goes on and on. And the world's population is projected to continue growing for the next forty to fifty years, which will put even more pressure on our natural global systems. If we refuse to act, we are putting the entire planet, including ourselves, in jeopardy.

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

New media is a double-edged sword. It's playing a huge role in what has become the biggest political fight of a generation, for good and for ill—illuminating and obfuscating the truth in equal measure. I believe there needs to be more pushback and consequences for the bad actors attempting to deliberately mislead. But, ultimately, I think we need to consider that we don't need to change absolutely everyone's mind. There is already a critical mass of people who understand that the

threat is real. Instead, we need to change the way we organize and run our society on a global scale. At the individual level, my neighbour doesn't need to believe that climate change is real if the economic and social incentives that encourage sustainable behaviour are in place. If owning and operating an electric car is cheaper than a conventional one, people will buy them whether they believe in the environmental crisis or not. If cultured meat tastes just as good while costing less than slaughtered meat, then food choices will change. If renewables become the most economical energy source, they will replace fossil fuels. You will never change everyone's mind, but those who are unconvinced by what the science is clearly telling us will still be motivated by self-interest.

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

First a story. In 2016, former Secretary-General of the United Nations, Ban Ki-moon, announced the formation of Common Ground, an alliance of the 'big six' agency networks, Omnicom, WPP, Publicis, IPG, Dentsu, and Havas. Its purpose was to help achieve the UN's Sustainable Development Goals (SDGs). A laudable initiative to be sure. The crowd went wild. Headlines were generated. The networks patted themselves on the back for a job well done. And then? Silence. In 2018, The Drum asked: "Two years on, has Common Ground proven rival agencies can work together for good?" The answer won't surprise anyone familiar with Betteridge's law ("any headline that ends in a question mark can be answered by the word no"). And where is Common Ground today, five years after its formation? I can't find any evidence that it still exists.

*what's the lesson? Declarations aren't deeds. If we're serious about sustainability, we have to translate our words into actions. Of course, that means looking at your own company's carbon footprint, but it goes well beyond that. Creative agencies love to think of themselves as expert communicators. And while some creative agencies are taking a stand, as an industry we can do better to harness our expertise in creative communication to take the lead on this issue. Pitch ideas that are rooted in sustainable actions, instead of environmental lip-service and greenwashing. Take on clients that are making a difference and help elevate their work to the next level. Consider dropping clients that are consistently the worst offenders. And, I would encourage advertisers themselves to work with agencies that practice what they preach. Now is the time to take a stand and I would argue that it's in every creative agency's best interest to make those changes sooner rather than later.*

### **How politics and governments are encouraging eco-friendly behaviour in your country?**

*Domestically and internationally, New Zealand leans into its "clean, green" reputation. Unfortunately, the reality isn't as rosy as the image. Our emissions are still rising. Most of our rivers are still polluted to unacceptable levels. Our native flora and fauna are under threat from both humans activity and invasive species. Yet, there are some positive changes afoot. Last year, our government declared a climate change emergency. This year, parliament enacted world-first legislation that forces banks, insurance companies and investment firms to report the real-world climate impact of their investments. I'd love to see other governments passing similar laws. Change is happening slowly, but at least our government seems to recognize the problem is real and requires action.*

### **Are you hopeful that humans can change things? Or do you believe it's too late?**

*Let's not sugar coat this. We've got an uphill battle on our hands. Can humans change things? Yes, we most definitely can. When we are motivated to take action and make extreme changes, we have that ability. We have most recently demonstrated our capacity for large-scale global action with COVID-19. When faced with an immediate threat, humanity is capable of moving heaven and earth in the name of self-preservation. And make no mistake, climate changes is perhaps the greatest existential threat we have ever faced on a global scale. The difference between something like COVID-19 and climate change is that the former presented a clear and imminent threat while the latter feels abstract and distant. There are also powerful interests that perceive the threat coming not from climate change itself, but from the changes that would come from combating it. That means the real question is not "can we" but "will we". We are making changes, but we are making them too slowly to avoid the worst effects of climate change. Governments need to use economic levers to encourage the private sector to adopt sustainable technologies. We need to stop incentivising short term gain and incentivise our own long term interests instead. I am hopeful we can change things. It's not too late, but the longer we take to change things the harder it will be.*



# Adebisi Adeyinka Dotun

Project Manager *Big field digital*

*Ibadan, Nigeria*

## What does sustainability and climate change mean to you?

*Sustainability, in its simplest form, means meeting our own needs without compromising the ability of future generations to meet their own needs. However, the contrasting realities of different nations and continents gives alternating perception of what modicum of sustainability is theirs.*

*In our part of the world, sustainability is about preservation of socio-economic ideals in spite of the ever-evolving constraints and other impediments against growth brought about by the inadequate government policies adopted mostly without interest in the general good.*

*Climate change, on the other hand, is the visible changes of the atmospheric condition around us which signifies the adverse effect of our incapability to manage the emissions of decades-old industrial processes.*

*As often as always, it is characterized by the increasing unpredictability of the seasons and weather; as well as the deterioration of the environment and the health of the people within it.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*Media power cannot be understated, however, the vast majority of the management of media outlets are individuals with strong ties to those who benefit from the constant degradation of our environment either by direct or indirect investments. In as much as the policy makers who often have financial stakes in these organizations remain in the corridors of power, the media, which they also*

*largely control, will be ineffective with its influence on environmental crisis.*

*Threats of excessive censorship, as evident in 3rd world countries, including Nigeria, will continually frustrate genuine interests towards a more responsible approach to the management of environmental development with less carbon footprints.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*Obviously, being a creative agency means that several processes within such an organization consistently evolve to reflect a higher understanding of work experience, business procedures, and responsibility to the immediate environment.*

*Hence, in considering the effect of creative agencies' day-to-day activities on the environment and nature at large; emphasis must be laid on sustainable means of running the daily activities, from fuel consumption, power generators to other hybrid means of consumption of electricity.*

- In light of the above, creative agencies, like ours, should invest in solar power generation to adequately replace or reduce the consumption of PMS. By doing so, there would be less emission of carbon and less noise pollution.*
- Also, devices and light features that are eco-friendlier should be embraced.*
- The infrastructural design of the workplace should enable cross ventilation and free flow of natural air from one part to the other in order to reduce heavy reliance on artificial air-cooling systems.*
- Investment in biodegradable equipment as a creative agency should be a sustainable development goal in order to reduce the carbon footprint of the company.*

- Investment in cloud infrastructure to manage and store documents and files as against hard-copies of these same files and documents, which would ultimately contribute to degradation.
- Direct involvement in Corporate Social Responsibilities, such as participating in environmental cleanups or investing in waste management infrastructures within our locality could also be our form of affirming sustainable growth in our environment as a creative agency.
- As a firm that is professionally involved in digital marketing for various clients, running digital campaigns on protecting the environment is also a sustainable way of bringing to the awareness of our online fans and followers about their own responsibilities to the environment and preservation of nature.

## How politics and governments are encouraging eco-friendly behavior in your country?

Frankly, most government agencies are doing little or nothing to enforce policies made to mitigate against the environmental degrading activities of businesses and individuals. Politically, the will is lacking to a very large extent, as a lot of businesses are heavily reliant on fossil fuel (PMS) consumption as well as other environmental degrading activities. More private businesses have embraced power generation through alternate means as well as some private elite homes, however, the proportion is grossly insignificant to make any effect. This is also driven by the unexplainable high costs of purchasing solar power equipment and inverters, as well as the low-quality materials used in the productions of these equipment that makes them high to maintain. To be candid, the government merely created different policies with no enforcement mechanism put in place. And the citizens, who are highly affected by environmental degradation, have little or no representation in the

corridors of powers. The middle-class citizens key into sustainable developments as an alternative to the lack of basic amenities in the country but the poor masses are more concerned about surviving and therefore, have no consideration for it. It doesn't help that associating socio-economic status to the acquisition of eco-friendly products has priced out the majority of the masses who desperately need them. Social infrastructural responsibilities of political representatives have been used times without number to attract foreign grants that would end up being syphoned to private accounts while the commissioning of pseudo-projects are being performed. In conclusion, the government is not equitable enough to enforce environmentally-friendly policies without loopholes that can be exploited to continue the offensive practices. Hence, the onus is on digital agencies to continue to drive social awareness through their various online engagements. More so, private investors should increase investment in eco-friendly product sales and other production processes.

## Are you hopeful that humans can change things? Or do you believe it's too late?

Humanity is constantly evolving, hence, the advancements we see and experience in technology. These constant innovations will necessitate a more environmentally-friendly world in the nearest future.



# Paul Solomon

Chief Technology Officer at **Thinkingbox**



Utah, US

## What do sustainability and climate change mean to you?

*I like to look at climate change more as climate disruption. It's an energy system that is changing and getting amplified or attenuated. It's a long game. The actions that we need to take now will bear their fruit for years to come. I've been taught that we live in a finite system. If you gain from somewhere, it's not free, and something has to give. For sustainability, it is gaining awareness and critical insights into our purchasing and consumption practices. Brands continue to play a significant role in these behaviors. .*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*I am always optimistic about the message that new media has the power to convey, as long as it's sincere and based on facts.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*I feel that there are some quick wins here. Get rid of the paper and plastic. Use actual long-lasting dishes and limit paper usage for only essential paper items. And actually, turn off the lights and computers when they are not needed. Of course, with living presently in our era of Covid, this is easier said than done.*

## How politics and governments are encouraging eco-friendly behavior in your country?

*Governments are encouraging eco-friendly behavior with tax incentives, especially around solar energy tax credits.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*I am very hopeful that humans can change things. We can never have the attitude that change for the better is impossible.*

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"In **2020**, about **14%** of Utah's total electricity generation came from renewable energy sources. Solar energy generated more electricity than any other renewable resource in the state."

Source: <https://www.eia.gov/state/analysis.php?sid=UT>



# Joel Stein

Content & Creativity Lead at **Code Computerlove**

*Manchester, UK*

## What does sustainability and climate change mean to you?

*To me, sustainability means engaging in practices and behaviours that make long-term sense – things that won't damage people or planet if you continue doing them; ideally, things with benefits that compound. It means designing things to last, and reducing waste through the way we live and work.*

*Sustainability is about more than just climate change, but if we don't take bold and rapid steps to limit global heating, the other stuff won't matter. Climate change is a truly wicked problem, but we've been avoiding it for too long.*

*As humans, we've always had to deal with the truth of our own mortality. Now that we're having to confront the existential threat of climate change, perhaps that death-awareness explains our inertia. We've always known our time here is finite, so maybe that inherent human dread has desensitised us to this new species-level peril. Or maybe our systems are just too massive and entrenched to meaningfully reinvent at the pace we need.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*I think new attitudes and behaviours can become normalised faster than ever through the media tools and ecosystem we have right now, for better or worse. But I think that most people who don't believe there's an environmental crisis at this point might be too deep into their own echo chambers to reach, or too strongly-identified with their denialist tribe to consider alternative views. I think changing weather patterns and increasing extreme weather events are more likely to be the factors that convince anyone that still, in 2021, refuses to accept there's a problem.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*Digital waste is an area I've been researching*

*recently, and I'm currently working with a small group of colleagues on a concept and prototype for reducing digital waste in organisations. All data stored in "the cloud" has an energy cost, and, by 2040, the world's data centres are on course to use more energy than the entire USA does today. Creative agencies should look at how they store data in tools like Slack, Dropbox, Sharepoint and Google Drive, and avoid keeping files beyond their useful life to reduce their digital footprint. We're hoping to launch a Slack app that helps with this soon.*

*Not defaulting to video for calls when it's not needed (or maybe thinking about whether you really need that call at all), is another meaningful way to reduce data usage within your agency.*

*Our influence is potentially greater, though, in the way we work with clients. Are we giving them good, sustainability-minded advice? Are we designing experiences and content with longevity? It's up to us to encourage a future-centred mindset in the organizations we work with, and help them do better.*

## How politics and governments are encouraging eco-friendly behaviour in your country?

*It's pretty mixed. The government subsidies for electric vehicles were reduced recently, for instance, but we're on course to have enough wind power to supply all our homes with electricity by 2030, so some things are clearly moving the right way.*

*I'd like to see much more radical investment in (properly designed) cycling infrastructure, and normalisation of car-free cities.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*I'm absolutely hopeful – "to live without hope is to cease to live," in the words of Dostoyevsky. We have to be able to imagine a better future in order to create it. If we only imagine a dystopia, that's what we're doomed to get. I do think it's important to prepare for things to get worse, but at the same time living and working with a belief in the power of positive change.*



# Rasmus Høymann Laurсенx

Head of Design of B14



Copenhagen, Denmark

## What do sustainability and climate change mean to you?

*It means facts, future, danger and necessity. It challenges our way of living, our economic system, our sense of global responsibility and the faith in the fellow human.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*Sadly I don't believe or see any evidence supporting the belief that more information, close the gap between to different positions in an argument. Luckily I rarely meet such resistance to science in my Copenhagen context.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*Fly less or never, eat sustainable, give your hardware a long lifespan, reduce waste, recycle what is possible, reduce energy consumption everywhere from hosting to cloud services,*

*support green initiatives and politics, get involved in campaigns or organisations that can drive the change, think of the overall footprint of the products you produce and try to sleep well at night.*

## How politics and governments are encouraging eco-friendly behaviour in your country?

*More in words than in actions, unfortunately. I think most of us will optimise the situation for ourselves and our closest context. This is why legislation is the only way forward.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*It's too late to avoid consequences of our previous and current consumption. However it's not too late to better the situation. I don't think our current policies will flatten the emission curve. I believe our best chance is to put our faith in the younger generations and technology.*

"By **2025**, Copenhagen will be a carbon-neutral city, which means reducing carbon emissions to a minimum, and compensating for the remainder through other initiatives. It is the first capital city in the world to make such a commitment."

Source: [https://ec.europa.eu/environment/europeangreencapital/wp-content/uploads/2012/07/ENV-13-004\\_Copenhagen\\_EN\\_final\\_webres.pdf](https://ec.europa.eu/environment/europeangreencapital/wp-content/uploads/2012/07/ENV-13-004_Copenhagen_EN_final_webres.pdf)



# Maggie Estrada

Lead Account Manager at *Masclicks*

CDMX, Mexico

## What does sustainability and climate change mean to you?

*For me sustainability is the right pad for a proper living and future on this planet. Climate change is the reaction of several years of systematic abuse of our natural resources as they were infinite; some of them made by human being unconsciously and other consciously.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*I think we can bring to the table the right message and information for people to understand what is happening worldwide and how it affects our daily life, how our future depends on our acts, and start moving the conversation and actions on their daily life in order to make something that can save us, you know. I think us, as media advertisers, have the responsibility to inform and deliver communication that causes something on our audiences and if we can make the brand our allies to deliver the message. We have big examples for brands who support sustainability and make it part of their products, like adidas and Nike with the use of new ways of producing sneakers with a low environmental impact. you are making it trendy to be sustainable.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*Using solar panels as energy sources for their offices, promote the use of renewable office supplements and the use of public transport, biking and all the activities that can reduce our carbon footprint on earth. But also to be aware of the impact of our use of: computer devices, cloud storing and mail management because these are things that we use on our daily basis and perhaps not everyone knows how much impact we cause doing just our job.*

## How politics and governments are encouraging eco-friendly behaviour in your country?

*In Mexico we are not encouraging that much of change to be more eco friendly, mostly in the case of clean energies. We are reducing the use of plastics, the government tries to promote the use of public transport, but the climate emergency has to become a top priority to our government.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*Yeah, I really expect that everyone could understand that the future depends on us and that every personal goal we are working on, every future we imagine for ourselves and for our loved ones will not be possible if we don't have a planet we can live on.*



# Daniel Bulut

Co-Founder of *Mindly Studio*



*Melbourne, Australia*

## What does sustainability and climate change mean to you?

*For me, sustainability is a concept that involves meeting the needs of the present without compromising the ability of future generations to meet their own needs. It is so important because whatever cannot be sustained will come to an end. Climate change is what is happening to our world as a result of our current unsustainable ways of living.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*100%. Put it this way, the media has managed to dramatically change our behaviour in unimaginable ways in the last year with COVID-19. Here in Australia, the media created a frenzy of panic buying – the whole nation ran out of toilet paper.*

*I personally believe people's behaviour can change. Media typically does it with fear. However, I think a more effective and sustainable way to change people's behaviour is with empathy and understanding – why don't they believe in the environmental crisis? Doing research and finding insights into this can help us change the way we communicate to these people and change their behaviour. Media can only amplify this.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*There is so much that agencies can do to be more sustainable. Being sustainable provides so much value to everyone. Here are my top 4 tips:*

**1. Be advocates of sustainability.** *We often don't have the final decision when it comes to things but as experts, our voice matters and will be respected. Whenever we can, we need to plant ideas about sustainable choices in the decision makers' minds.*

**2. Create a sustainable culture.** *I think the most important thing any company can do is create a sustainable workplace. Focusing inward and creating values and policies that are sustainable is powerful. A great place to start is doing the B-Corp impact assessment. You don't need to become a B-Corp but it's a great place to evaluate how your agency is doing to create a more sustainable workplace.*

**3. Sustainable production.** *This one really depends on the kind of agency you're in but for example if you're a design studio you really want to advocate for creating the best design possible. The better the design, the longer it will last. The longer it lasts, the more sustainable it is.*

**4. Do small actions that have a big impact.** *There are a lot of things that any agency can do to be more sustainable. Here are a few things we're doing at Mindly Studio*

- Going carbon neutral by offsetting all carbon emissions*
- Banning all single-use plastics from work*
- Reuse, regenerate and recycle*
- Switching physical to digital – e.g. paper to digital*
- Working from home as often as possible*
- Switching off all electronics at the end of*

*the workday*

- Switching to sustainable utility providers
- Switching to a sustainable bank
- Going for meetings/work near places where public transport is easily accessible
- Working with companies that share similar values.

## How politics and governments are encouraging eco-friendly behaviour in your country?

*This is a funny one. A few years ago, our Government introduced a Carbon Tax, one of the first in the world. As soon as the opposition party got in power this was abolished.*

*I've noticed that more and more people are embracing sustainability and are actively making changes in their lifestyle. The government at this current stage seems to be trailing behind.*

*Here in Melbourne, things are looking positive. The government is investing more in infrastructure like public transport to get more cars off the road. The CBD will become car free in the future.*

*Australia is one of the highest polluting per capita. So, we have a lot of work to do.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*I am hopeful that humans change, I mean we have to change, it's inevitable. I do, however, feel a bit grim that things will need to continue to get worse before massive action is taken and change happens at a faster rate. But I have no doubt in my mind that we will get there. The more people, companies and governments that become and advocate for sustainability, the quicker we will get there.*

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"About **19%** of the metropolitan area of Melbourne is devoted to green space. And all that greenery does more than just make the city beautiful; it makes the city a healthier environment for both people and nature."

Source: <https://www.natureaustralia.org.au/what-we-do/our-insights/perspectives/living-melbourne-greenprinting-a-metropolis/#:~:text=Melbourne%20has%20more%20than%20its,for%20both%20people%20and%20nature>



# Bernard Agius

CCO of NIU



## Malta

### What does sustainability and climate change mean to you?

*Sustainability is the basis of any successful business, especially if it aspires to grow. All strategic decisions must be made with sustainability in mind, being it growth, technology, differentiation, or positioning.*

*Sustainability is ingrained within our company's vision as we strive to secure the long-term viability of our operating procedures and quality products. We owe this to our people and customers.*

*I believe that the same mindset needs to apply to how we view climate change. To an extent, humanity needs a coherent long-term vision that considers the wellbeing of every citizen and economic player.*

*Climate change can be summed as the product of the economic development we have experienced in the past few decades. The lifestyle we live has come at a cost. We have achieved so much to the detriment of the environment and now we need to use our achievements to restore the environment - perhaps to safeguard our very own survival.*

### Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*I believe that information and education are the best weapons to spread the news. As evidenced by the happenings of the past few years, the new forms of media are indeed very powerful but can serve to both advance and hinder the climate change agenda. Technology is a tool, not a cure.*

*Perhaps we, as the enablers of such new powerful tools, need to be careful what business we accept and what narrative we facilitate. We need to stay true to our values.*

### Please tell us a few actions that creative agencies can start doing to be more sustainable.

*Creative agencies are at an advantage as they can operate exclusively digital. With good planning, they can bring about radical shifts in operations and yield wins for the environment, their people and business.*

*As NIU, we have long operated an exclusively paperless office. Our technology infrastructure is cloud-based and this favours efficiency, security, redundancy, and a low environmental impact. We hate all forms of waste and we go to lengths to avoid it.*

*Covid has also accelerated our shift to remote working, thus reducing our dependence on office and commuting.*

*I think that post-Covid, we will still need an office, but its purpose will change. The office will become a social space for collaboration and interaction, rather than productivity. Work can make you happy anywhere.*

### How politics and governments are encouraging eco-friendly behaviour in your country?

*The resources the European Union is assigning to address climate change shows the importance European nations and their governments are giving to this challenge.*

### Are you hopeful that humans can change things? Or do you believe it's too late?

*History repeats itself. Humans have time and time again shown traits of stupidity and ingenuity. I believe that we will overcome this challenge, but this will not be an easy battle.*



# Olugbenga Ogunbowale

CEO at *Epower*

*Ibadan, Nigeria*

## What does sustainability and climate change mean to you?

*Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs. Climate change is a long-term change in the average weather patterns that have come to define Earth's climates.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*I believe so. New media has been critical to launching movements, toppling tyrants and promoting good causes. On the flip side, new media has also been used to recruit terrorists, sell drugs and countless awful things. New media, when used for good, is a powerful force for change. I think we need more education, the right kind of education to convince skeptics and those sitting on the fence of the seriousness of the current environmental crisis.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*Creative agencies should start asking "should this be printed?". We need to start cutting down on unnecessary prints. We can choose hosting providers that use 100% renewable energy. We can also make the move to renewable energy wherever possible. We should start pushing campaigns that drive the message home in our local communities.*

## How politics and governments are encouraging eco-friendly behaviour in your country?

*At the moment, the government is not doing enough but the government has shown its willingness to partner with the private sector and civil society organizations to drive change.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*I am very hopeful.*

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"Nigeria was part of the 2020 Voluntary National Review of the high-level political forum on sustainable development."

Source: <https://sustainabledevelopment.un.org/memberstates/nigeria>



# Neil Clark

Service Design Lead at **Manifesto**

London, UK

## What does sustainability and climate change mean to you?

*The climate and ecological crises are the two most important things facing our species. The complex nature of both the causes and proper solutions represent everything so much of what is wrong with the way our society operates. My jobs are focused on making sure the planet is a considered stakeholder and in my personal life I actively reduce my impact on the planet (definitely not enough though!) so this subject is extremely important to me. Sustainability for me is about living and working in a way that puts the planet and all its inhabitants on a level playing field. It's about challenging the status quo of how our society works.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*Absolutely. The levels of influence (or do I mean control?) new media companies have over a large number of people, means they have that power. But only as part of a bigger societal shift. Governments need to walk and talk like there is an environmental and ecological crisis. Why would anyone believe the government cares about the ecological emergency when it is ripping up ancient woodland in our already completely nature depleted land (the UK is ranked 189th out of 219 countries in terms of nature depletion) to build HS2? Equally, why would kids care about the environment when so little of what they are taught is about the fundamentals of human impact on the planet? Also, private*

*companies from all sectors need to lead the way. Again, why would anyone believe there is a problem when companies continue to use pollutants in production, hike up the prices of sustainable products, refuse to change packaging and lobby against change?*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*a. Show leadership. Senior management need to educate themselves on their company's role in this crisis. Listen to employees; there will be many who are very concerned about the state of our planet. Give them the freedom and confidence to speak and act. Invite external speakers. I've organised talks with Rewilding Britain, Extinction Rebellion, The Beaver Trust, Olio etc. Measure your carbon footprint, across scope 1, 2 and 3. Don't cop out of scope 3. There are a number of free tools to do this or invest in a partnership with the likes of Emitwise. Aggressively assess where you can reduce that footprint. Offset what is remaining with genuine offset projects from the likes of Ecologi or invest in carbon capture. Plant trees as an added extra to the above. Show intent by rolling out things like Ecosia across your business.*

*b. The above addresses the company's impact. So next, break down barriers for your employees to reduce their carbon footprint. Join the OctopusEV salary sacrifice scheme. Match your employee's personal carbon offsetting. Pay for tools like Giki Zero. If you really want to go above and beyond, pay for your employees own part of a wind farm through Ripple Energy.*

*c. Finally, your clients and wider network. Make all of the above very visible. Talk about it a lot.*

*Put a carbon budget on your projects. Design your digital products with the planet in mind. I think that's a few more than a few.*

### How politics and governments are encouraging eco-friendly behaviour in your country?

*They're not doing anywhere near enough. Cuts to environmental incentive schemes like solar, green homes, renewable heating and electric vehicles undermine confidence in these industries. Lack of decisiveness on schemes like plastic returns, phasing out of peat compost, fisheries reform and stopping destruction of the countryside for hunting, agriculture and infrastructure have all lost valuable time. Simply benchmarking ourselves against other nations who are doing worse has resulted in a total lack of leadership. Do what is needed and is right, not just enough to stay ahead of others.*

### Are you hopeful that humans can change things? Or do you believe it's too late?

*I fluctuate wildly on this. I remain unconvinced that we have grasped the opportunity that Covid-19 so savagely delivered to us. Whilst the economics of profit and GDP continue to trump positive impact and wellbeing, there is no hope for us. There are things that give me huge amounts of hope but the collective scale of them vs the status quo terrifies me.*

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"22% of Greater London (35,126 hectares) is designated as Green Belt."

Source: [https://www.gigl.org.uk/keyfigures/#:-:text=Roughly%2047%25%20of%20Greater%20London,domestic%20garden%20land%20\(2\).](https://www.gigl.org.uk/keyfigures/#:-:text=Roughly%2047%25%20of%20Greater%20London,domestic%20garden%20land%20(2).)



# Regiane Folter

Marketing & Communication Manager at **Octobot**



Montevideo, Uruguay

## What does sustainability and climate change mean to you?

*I associate these words with a responsibility everyone in the world has with each other. I think we're all responsible for reversing the challenges climate change brought to us by changing our behavior and making more sustainable decisions.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*I think it does. Information has never been so accessible, everyone has a universe of data at the palm of their hands. However, as good information is booming out there, bad information is also available. Fake news and other kinds of misinformation are misleading and dangerous. In my opinion, it's not only about putting accurate information out there, but also denouncing fake data and educating people about the importance of checking for their information sources to be sure it's correct.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*Prioritizing sustainable materials and making a conscious use of them, re-using and recycling things, educating employees about the importance of being sustainable with their practices and resources - these small actions go a long way in my opinion.*

## How politics and governments are encouraging eco-friendly behaviour in your country?

*There has been different awareness campaigns urging people to change habits and adopt a more sustainable posture. A recent example was a campaign that encouraged people to avoid using plastic bags when shopping, going for paper or fabric bags instead. Nowadays, shops charge clients for plastic bags, another measure for stimulating people to bring their own. There are also several NGOs leading activities for raising sustainability awareness. One of them always organize cleaning tasks forces on Uruguay's beaches, for example.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*I believe we can change things. There are many people working and studying ways to improve our planet's situation and even those who don't dedicate their work to the environment, if they are up to helping anyway they can, I'm sure we can make an impact. With everyone doing their part, we can make this a better planet.*



# Jozien Ripping

Brand & Impact manager at **Dept**

*Amsterdam, Netherlands*

## What does sustainability and climate change mean to you?

*To me, sustainability means living in harmony with mother nature. Being aware that resources are not infinite, and actively finding ways to live without exploiting resources. And in that, acknowledging that it's our responsibility to create a planet that provides a home not just for us, but for all life on earth. Simply put: just act responsibly, be aware of the consequences of your actions and behaviour and don't waste. Don't waste food, don't waste electricity, don't waste water... Climate change is a consequence of not living sustainably. Waste, mass consumption and the emission of carbon dioxide is causing the average global temperature to rise. This, in turn, has many consequences that will be threatening to all life on the planet.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*Yes! Definitely. People love storytelling, and base their opinions, values and thoughts on the stories they hear around them, including the media. I also strongly believe that the younger generations are the ones who can and should be the changemakers and they are also the generation most influenced by new media.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*- Start measuring your impact and create a plan to improve. It can be really small steps, but every step counts and having a plan makes it super concrete. The B Impact Assessment Tool is SUCH a must-have for every company. Make an account today. It's free for everyone to use,*

*and it will help you measure, manage and improve your impact!*

*- Become Climate Neutral. It's not as difficult as it may sound. Trust me. Measure your footprint, make a reduction plan and offset your carbon footprint.*

*- Spread awareness internally. People love to have a positive impact, they often just miss the 'how'. Explain to your employees how they can make a difference, and challenge them to join in! Be amazed by the empowerment and energy, and of course the positive impact it will have.*

*- Move to a carbon neutral hosting service (e.g. Microsoft Azure).*

*- Don't waste. Recycle old hardware. There are many charities that will pick-up your old laptops and make sure they will be used again.*

*- Do one of the things above and be proud of the first step you took :)*

## How politics and governments are encouraging eco-friendly behaviour in your country?

*Our government in the Netherlands has some subsidies to encourage sustainable behaviour. For instance, tax on electrical vehicles is lower. In the city where I live, Rotterdam, the government set up a fund to provide people with subsidies for when they want to make their homes more sustainable.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*I'm a positivist and idealist, so no I definitely don't think it's too late. If we humans start to take care of our planet, our planet will take care of us! Nature is capable of incredible and unbelievable things, including fast recovery, as long as we humans give her a chance.*



# Lucy Dayman

Co-Founder at Y+L projects



Tokyo, Japan

## What does sustainability and climate change mean to you?

*For us, being conscious and proactive about sustainability and climate change is essentially being mindful and proactive about the world's future. It's that simple. It's the most significant crisis our society faces today, and we think as members of a younger generation, we're in a unique position.*

*We can see the mindset of both the generations before us, those that benefitted the greatest from the current state, and the generations below us, the ones that have the most to lose. We hope to be part of the movement towards creating a more sustainable way of life because the worst thing we could leave behind is a legacy of carelessness and greed.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*Of course! While we believe media may not necessarily be as powerful as, say, nature or one's intimate social environment, we believe it's a key factor in curating discussions and encouraging awareness.*

*Those who don't believe in the current economic crisis, we think at least, do so because they've consumed information convincing them of that side of the matter. If media maybe can't directly change the individual's mindset, at least the media can create a climate of discussion which is a step in the right direction.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*It's difficult for us to answer this one concisely and directly, as we believe every agency has the 'agency' to run their company in a way that aligns with their ethos, ethics and ideologies. However, we think easy things, like off-setting travel impacts, helping support, and working with eco-conscious businesses (potentially even at a discount), encouraging workers to embrace sus-*

*tainable practices in their daily lives we believe are small steps that when accumulated can help make a difference.*

## How politics and governments are encouraging eco-friendly behaviour in your country?

*Honestly, we think that Japan has a long way to go. Lucy, our company co-founder, is Australian, and the feeling is similar.*

*Australia is a nation still heavily economically dependent on fossil fuels, thanks largely to the government's reluctance to get out of bed with coal mining companies and their fat wallets. However, the issues discussed are hot topics in Australia, and we hope that with a (hopefully not too far away) change of government, some things will change.*

*Outside of Japan, we think that many people think the country is quite eco-friendly because Japanese people are world-class trash organizers, but the reality isn't always the case. It's the fifth-biggest emitter of greenhouse gases, and single-use plastics are ubiquitous. For many folks, it seems convenience trumps climate catastrophe. Governor of Tokyo Yuriko Koike has vocalized her support of small implementations like the plastic bag ban. However, the fact that we're still discussing this while many other nations have already implemented it means, so there's still quite a way to go.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*We're hopeful! Because honestly, if we had no hope, what's the point of going on? The UN says we have about ten more years to reverse the effects of climate change before it's too late. In the grand scheme of the world's life, that's of course, a fraction of a millisecond, but in comparison to the speed of innovation, it could still be done. <https://www.un.org/press/en/2019-ga12131.doc.htm>*



# Jonas Marckert

Founder & Ceo of **Dorfjungs**

*Karlsruhe, Germany*

## What does sustainability and climate change mean to you?

*Sustainability and climate change are often mentioned together, but sustainability naturally offers many more ways of looking at things than just the climate aspect. In the agency business in particular, for example, it can be related to the business model, customer relations or social impact.*

*Nevertheless, the two are very closely linked. So, in my opinion, the absence of sustainable thinking and action leads to climate change and this is probably the worst impact of the Anthropocene. We will live to see the beginnings of this catastrophe, but our children and grandchildren will feel the full force of it.*

*Accordingly, as a person and an entrepreneur, I feel obligated to advocate for one and fight the other.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*Yes, but... - Basically, I believe that the new media have the power to change things and opinions. There are a lot of negative examples of "fake news" here, but also a lot of positive ones, like the protests that led to the "Arab Spring".*

*Thus, it is important to use the algorithm not for division and radicalization, but for positive change - because it is just a tool. Of course, there are hurdles: Millions of euros would have to be invested in ads on these platforms to alter this mindset, but why not? The potential exists and it's definitely feasible.*

*And who knows, maybe the big platforms will really become aware of their responsibility towards the environment and their influence on it (the energy for servers has to be generated and located somewhere and the information has to get from A to B somehow) and actively support this change of mind?*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*As I said before, sustainability does not necessarily have anything to do with climate change. I am aware that every decision I or we make as Dorfjungs. has an impact and has an effect on sustainability - whether positive or negative. We have identified several ways for ourselves to act more sustainably as an agency, such as making the pay gap for freelancers fair. As an agency, we naturally take advantage of all opportunities for remote work and accordingly use freelancers who live in countries where the cost of living is not the same as in Germany.*

*Thus, it is important to us not only to integrate these freelancers firmly into the team, but also to pay them fair wages compared to our full-time employees in Germany. This of course increases our costs, but strengthens our longer-term relationships with our freelancers and macroeconomically speaking, positively impacts the country where they reside. Those who have more can spend more. Maybe that's a little naïve, but we believe in enabling these individuals to have a better life in their countries. Another point, of course, is the type of clients you serve and projects you take on. For example, any agency can decide whether to work for ExxonMobil or Greenpeace. For example, we chose not to work for the meat industry and at the same time we support startups with a sustainable approach (e.g. for sustainably produced clothing).*

*In my eyes, sustainability starts with the little things: Do I buy from Amazon or in local stores? Do I buy plastic-wrapped fruit for the team from the supermarket? Do I use cheap products from China or Turkey for my merch, or do I look for a local print shop that sources products from sustainable sources?*

*We asked ourselves these questions and tried to always choose the more sustainable. But my*

advice to anyone currently asking themselves the same questions: It's also ok if it doesn't work out once and the more sustainable option is not feasible. In my opinion, it needs an evolution, not a revolution. Personally, I would love to turn the entire system around within days, but in reality it simply takes time. Every step and every decision in the right direction is important and valuable and part of the big, worldwide change.

The Common Good Matrix ([www.ecogood.org](http://www.ecogood.org)) can be a help with that process, with which you can uncover your own potentials in the area of sustainability quite quickly - even if it really hurts at first to see what kind of image you have of yourself and what the reality is - here I speak from experience.

Here are 5 concrete tips for instant action

- If possible do not buy from Amazon, use smaller, local retailers ☒ Check out who your prospects and customers are and what exactly they do and sort them out if necessary.
- Use service providers that take a sustainable approach, e.g. hosting with green energy
- Have your merch sustainably produced, many fashion labels offer this service (e.g. [dirts.eu](http://dirts.eu))
- Refill your printer cartridges instead of buying new ones :-)

### How politics and governments are encouraging eco-friendly behaviour in your country?

Germany is a country that often leads the way on certain issues and I believe that some approaches provide a solid foundation to build on. A few examples:

As a company, you can take advantage of subsidies that reward environmentally friendly behavior, such as a reduced tax rate for electric cars. There is also a well-developed deposit system for certain types of bottles or a recycling system for glass, plastic or metal.

There is also support for green energy in certain areas. In recent years, not only has wind and solar energy been greatly expanded, but the shutdown of all nuclear power plants was decided after the disaster in Fukushima and has also been implemented to a large extent.

Of course, things can always be done better, faster and more radically, but is that sustainable? In my eyes, it is about making everyone aware of the existential problems (climate change, overpopulation) and enabling everyone to lead a more sustainable life.

Contradictions like the promotion of electric cars and the simultaneous subsidization of gasoline are of course more than irritating and are of course also to be denounced, but when a 7 year old child gives you stick for going shopping by car and not by bus, then you feel that much more is in the process of change.

### Are you hopeful that humans can change things? Or do you believe it's too late?

Mankind is about 300,000 years old and has managed to create its own earth age (or almost) in only 200 years. The problems we face today (e.g. climate change) and will face in the future (climate refugees, overpopulation) have their origin in the loss of sustainability and much deeper: in the loss of appreciation of things.

The realist in me does not believe we will go extinct, but many, many people will have to suffer from the decisions of the past and many more will not live to see this future. For this realist, we have screwed up for our children and grandchildren, and we can only set the course for our children's children 150 years from now.

The optimist in me - and that's who I am through and through - sees approaches and potential in every corner. He also sees it as the agency industry's duty to contribute its creative potential, to tackle problems and develop solutions. After all, what can we do if not solve (customer) problems - asap?



# Danil Goncharenko

Development Team Lead at Zajno

Los Angeles, US

## What does sustainability and climate change mean to you?

Here at Zajno, we believe that sustainability and climate change should be #1 on the world's agenda. They're the problems that should be tackled first and foremost and as soon as possible – simply because most other grave world problems stem from the environmental issues we are facing today. As a company and brand that has a chunk of the world's audience following us, we see it as one of our main missions to raise awareness around climate change and to promote sustainability.

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

There's no doubt that new media is one big way – though of course not the only one – to educate people about the negative impact our way of life has on the environment, and about ways to improve our habits to make them more eco-friendly. The sad truth is that too many people's minds are infected with various conspiracy theories, with those about our environmental crisis being only one group. They are all harmful and even dangerous to our society and planet, and we need to fight them. New media is not the solution itself – it's a means that can be used both to spread and to fight conspiracy theories – and because of its size and growth, it's probably the most powerful tool for both of these things. The solution, therefore, is to give every person easy access to truthful information resources, research, and data – and, at the same time, to detect and filter out all the false, fake and har-

rmful content which is currently so abundant everywhere you look.

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

There are a few basic things creative agencies can start doing to be more sustainable. Reducing paper waste is an easy one, and must be a no-brainer in the 21st century, with everything having gone digital. Recycling more is another one – though it, unfortunately, hasn't yet been introduced on a large scale in all countries, there are private facilities available everywhere, so it's all about making the effort. And then there are so many small things we can do – each one might seem like a baby step, but together they make a difference.

For example, at Zajno we're:

- a. Working remotely and promoting telecommuting to avoid driving and reduce fossil fuel consumption.
- b. Reducing energy consumption by using efficient lights and shutting down computers when we leave.
- c. Using biodegradable plastic bags.
- d. Recycling.
- e. Reducing paper waste.

It's important to remember that creative agencies are often influencers in our society – and so it's their duty to also promote sustainability and spread awareness about climate change. Windmills – The Power Of Sound is a

*social project we made less than a year ago with the purpose of drawing attention to the problem of climate change and popularising green energy. It's a game and a web experience about the power of sustainable energy to save the world.*

*In the experience, we imagine a future where entire cities will be powered by sustainable energy sources – sound being one of them. Accordingly, visitors to our site are asked to generate electricity with their voices – and having made some noise, they are informed of how many lights they'd managed to power. Finally, they are invited to use their digital voice to raise awareness via social media. The website has won Website Of The Day on CSS Design Awards platform, gained populari-*

*ty, and was seen by a large number of people. Of course, by doing this we have not solved the climate change problem, but we humbly hope that some of those many people might have given this topic another thought and maybe even changed their habits and views.*

### **Are you hopeful that humans can change things? Or do you believe it's too late?**

*We might sound optimistic, but we do believe that humans can change – and we're hopeful about the future of the planet. It's never too late to make a step in the right direction, and the sooner we do it, the better.*

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"L.A. was the first city to require that city-owned buildings be built to Leadership in Energy and Environmental Design (LEED) specifications – the internationally recognized standard for constructing environmentally friendly buildings – back in **2003**."

Source: <https://www.discoverlosangeles.com/travel/25-green-facts-about-los-angeles>



# Susanna Pitts

SVP, Head of Product Strategy Management at **Essence**

London, UK

## What does sustainability and climate change mean to you?

*Sustainability and climate change go hand in hand. If you accept the simple definition of sustainability as the 'meeting of our own needs without compromising the ability of future generations to meet their own needs' (UN World Commission) in relation to social equity, economic and environmental concerns, then you are better able to understand that these are interconnected. We can't fully solve climate change without addressing the social and economic reasons behind things like deforestation, pollution etc... and viceversa. Climate Change disproportionately impacts those most in need which means those in a privileged position to address it need to focus on it now if we want to secure a better future for everyone. If we can address climate change in a conscientious way, we will then have the space and time to focus on driving social and economic sustainability too.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*Yes - definitely. The communications industry has the power to influence and change people's minds and has been doing so for decades. People spend most of their waking lives online now and can be heavily influenced by what they see or hear on social and on news sites. But while new media is powerful, it can only do so much - the messages need to be right to change hearts and minds and that is where good marketers come in. Agencies and brands have a role to play in helping tell the right stories in ways that engage to drive sustainable behavior change.*

## Please tell us a few actions that

## creative agencies can start doing to be more sustainable.

*Firstly, agencies need to buy into the view that sustainability is everyone's responsibility - it is not just an operations thing any more. With this in mind, my top three would be;*

- Partner with your clients' sustainability teams so that their marketing reflects their own sustainability values.
- Avoid greenwashing by asking the right questions and understanding your clients' long term aims.
- Role model environmentally sustainable behaviors by signing up to and following green production standards as set out by AdGreen and Adnet Zero.

## How politics and governments are encouraging eco-friendly behaviour in your country?

*The UK government has taken steps to commit to some reduction in carbon emissions and reducing things harmful to the environment, such as plastics in their 25 year environment plan, but it is not enough. The UK is hosting COP26 in November, and I hope that the policies decided upon will be bold and will influence and inspire policy across a wider group of countries.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*We have to live in hope- it can be a great catalyst for change and inspire solutions we'd have never thought of otherwise, so let's hang on to that! Habits can always be changed, but it does take time. It needs everyone to come together - governments, businesses and individuals - to make change easier to embrace.*



# André de Alencar

CEO at B-Young Social Media Co



*São Paulo, Brazil*

## What does sustainability and climate change mean to you?

*Right now, a big concern. I live in Brazil, a vast country with a diversity of natural environments, so I understand the keyhole our country plays into the climate topic due to the size of our biosphere. Unfortunately, our current government is not committed enough to the theme, and we start to feel locally a drastic change, which is becoming more severe year after year. I'm afraid those changes can be irreversible and global faster than we can imagine.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*Definitely! The velocity of social networks helps us somehow feel the impact caused by the environmental crisis in other territories. The new media also creates a global conscience, which allows the next generations to grow understanding how this is a bold theme that must be seriously discussed.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*First of all, we can keep doing what we were forced to do: Work from home. There's no need to have a sizable office spending all kinds of resources.*

## How politics and governments are encouraging eco-friendly behaviour in your country?

*They are not.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*I'm not the most optimistic about it; I think we have a short time to take action. If we don't move fast, it will be too late.*

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"Sao Paulo Green Belt provides innumerable environmental services to the region, securing safe water sources, stabilizing the climate and filtering the polluted air."

Source: <https://en.unesco.org/biosphere/lac/saopaulo-greenbelt>



# Peio Tirapu

Branding & Strategic Design at *Dos Cerebros*

*Madrid, Spain*

## What does sustainability and climate change mean to you?

*Sustainability is taking actions in the present that try to take care of the future. Climate change is the result of all unsustainable actions.*

## Do you think the new media has the power to change the minds of people who don't believe in the environmental crisis?

*Of course! They have that power, as a medium, as a channel and also as a place. The new media represent an environment for communication, information and creation.*

## Please tell us a few actions that creative agencies can start doing to be more sustainable.

*The best action we can take is to promote the importance of sustainability in all our areas, with our clients and in the actions we propose.*

## How politics and governments are encouraging eco-friendly behaviour in your country?

*I think they live in a completely different reality and we, as citizens, are following our own paths and behaviours.*

## Are you hopeful that humans can change things? Or do you believe it's too late?

*Humans are able to do this and much more. It's never too late.*

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"Since January 1st, **2018**, all the new taxis must be ecological, electric, or hybrid in Madrid."

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Source: <https://ecobnb.com/blog/2018/12/green-madrid/>

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