

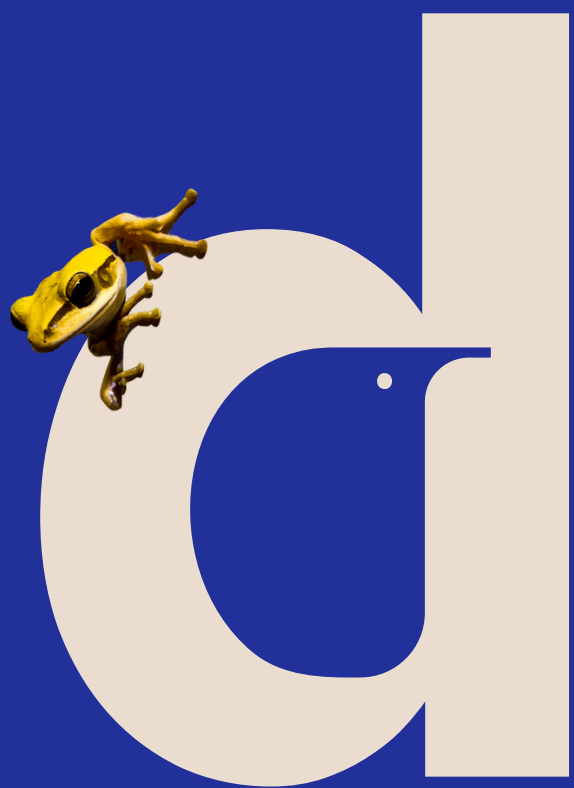
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Agency Sustainability Scorecard

Score a communications or marketing agency on sustainability and climate alignment.

Action	Score
The organisation has an Emissions Reduction Plan (ERP) aligned with the Paris Agreement.	
The ERP includes but not be limited to operational emissions (i.e. energy, waste, travel) as well as emissions related to services provided (i.e. media planning and buying, content production, awards and events).	/40
The organisation has examples of how it has championed sustainable, low emissions lifestyles in its work.	/20
The organisation has no clients whose main business is the extraction, distribution, promotion or supply of coal, oil, or gas.	/20
The organisation has pledged to reduce high carbon (fossil fuel) advertising through organisations such as Comms Declare, Clean Creatives, Ethical Agency Alliance or B-Corp.	/20
The organisation has pledged to reduce the emissions of advertising through an organisation such as Purpose Disruptors or Ad Net Zero.	/20
TOTAL	/ 100

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CHANGING THE INFORMATION CLIMATE

Comms Declare promotes sustainable communication, and is dedicated to shifting the narrative around climate action. We exist to reduce the social licence of climate polluters and champion those that integrate sustainability into their communications practice.

At our core is our unwavering belief in the power of communications to create cultural change and shape a safer, healthier future for each of us and our planet.

We represent dozens of communications agencies and hundreds more professionals across the influence industries in Oceania.

Comms Declare is a registered charity and member of CANA.

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