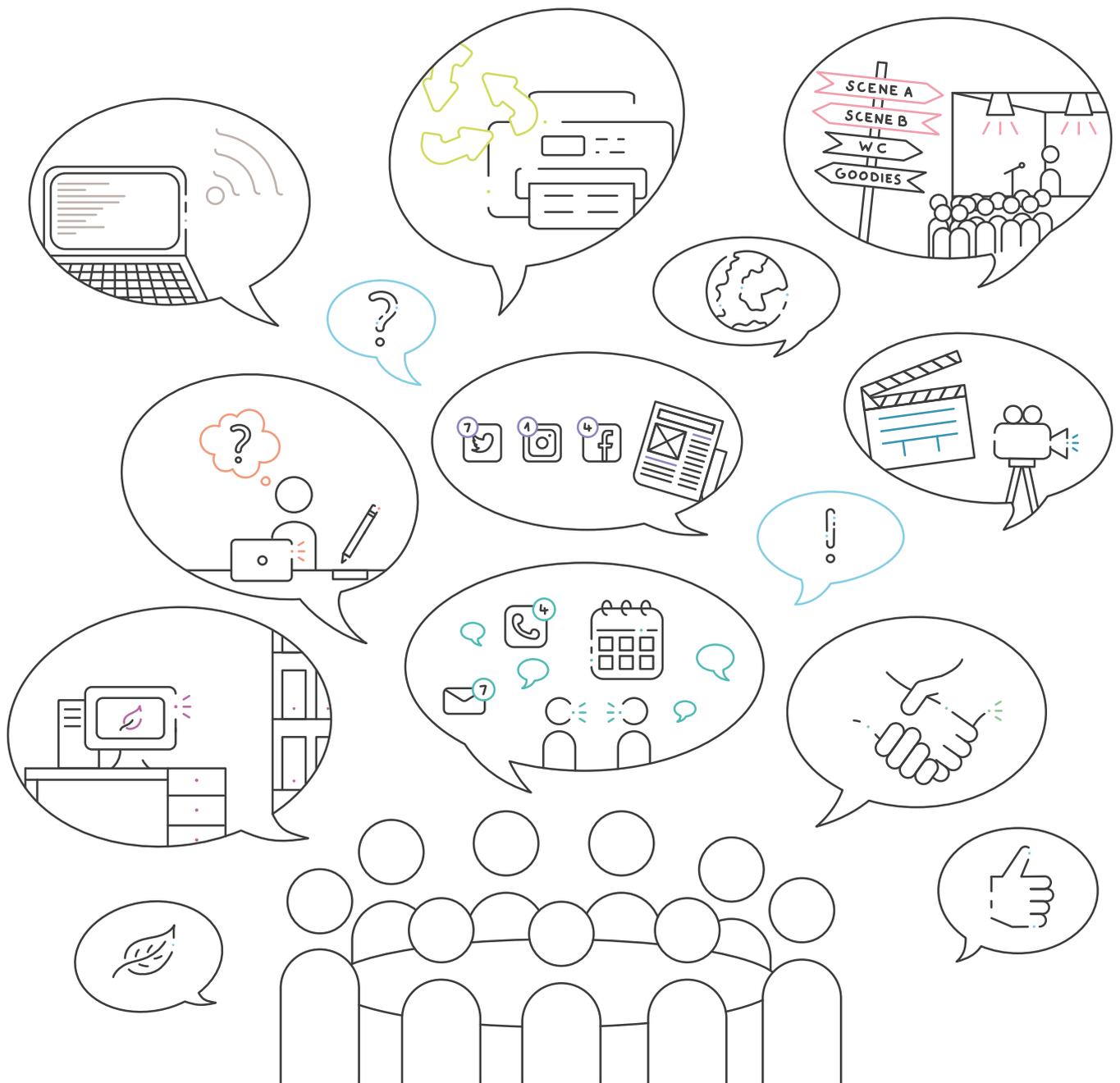


101

ways to practice sustainable communication

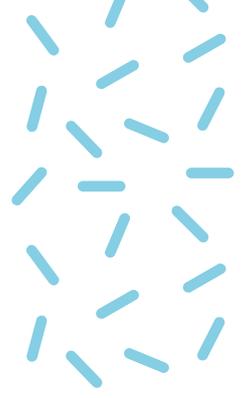
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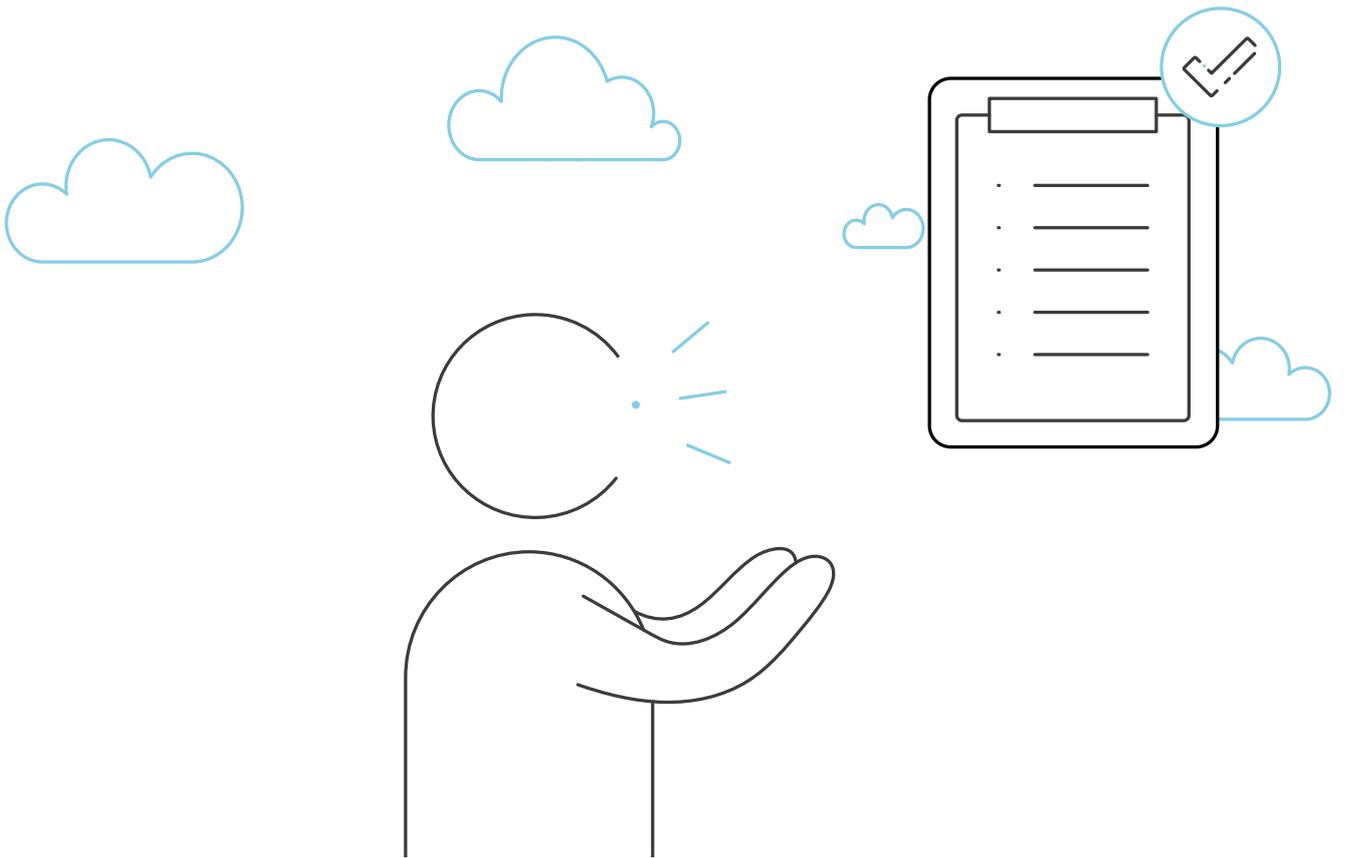
October 2023
1st Edition





Summary







Presentation of the BeeCom project



BeeCom is a partnership project supported by the Erasmus+ scheme and co-financed by the European Union. Its aim is to create educational (eco-designed) products that promote the spread of good practices in sustainable communication on an international level.

- This *101 ways to practice sustainable communication* methodological guide.
- The **beecom-responsible.com** e-learning platform, which will be completed in autumn 2023 with useful editorial and audiovisual contents.

- A face-to-face training kit that can be used by communication schools and trainers, which will be available on the **beecom-responsible.com** platform from summer 2024.

This is a joint production of ESSTEAM (Tourcoing, France), Springtime (Brussels, Belgium), Creative Concern (Manchester, UK), Ecovantis (Cordoba, Spain) and the IHECS Academy (Brussels, Belgium).

ABOUT BEECOM PARTNERS

ESSTEAM is a non-profit organisation based in Tourcoing, in the north of France, which has been working for more than 30 years on the co-construction of a more sustainable and supportive society. Its mission is to develop and host sustainable social innovation actions that respond to the societal issues expressed by the stakeholders in its areas of intervention. In line with the values of social education and those of the SSEE (Social, Solidarity and Ecological Economy), the group focuses all its actions around pillars such as the **inclusive and sustainable digital transition**. This is managed by its communication agency **LevelUp Cluster**, which was also the first Workshop for Integration in the Hauts-de-France region dedicated to the digital professions and creative industries.

As a supporter of (more) sustainable communication, Springtime focuses on projects with positive value for people and the planet. Because sustainability is in the agency's DNA, it anticipates what is credible to communicate or not.

As a founding member of the **DNS network**, Springtime relies on a network of Belgian skillset which covers the entire spectrum of communication - a dedicated team of multilingual collaborators who are experts in their field and united by shared values. Springtime covers the following specialisations : strategy, scientific mediation, storytelling, digital, events, PR, web & graphic design and collective intelligence.

Springtime's communication is about engagement. For each campaign and event, the agency encourages participation and engagement, so that the receiver of the message can, themselves, be the ambassador.



Creative Concern is an ethical communications agency established in 2002 in Manchester, UK which works across the UK, Europe and the world on ethical and sustainability-focused brands and campaigns. Our 25-strong team is made out of writers, designers, filmmakers, digital and media specialists, led by a highly experienced senior team. Our client base includes everyday brands that have a sustainability stance to charities and NGOs, local and national government and a number of universities.

In addition to our Manchester team we have colleagues across a wider European network made up of eleven partner agencies, meaning we can deliver campaigns across a wider geography and a number of languages. We also now have a partner network of 18 companies in Latin America too. We believe that good communications can make the world a better place, and that's why we are proud to do what we do.

Ecoavantis is a Spanish communications agency specialising in digital tools and visual media for sustainable development and corporate social responsibility.

With 15 years' experience and a team passionate about sustainability and communication, Ecoavantis builds bridges hand in hand with customers and partners to provide visibility to all of those ideas that can change the world: websites, apps, sustainability reports, awareness campaigns, digital platforms, infographics and more.

Based on in-depth technical knowledge, we believe in visual communication as key to the success of social and corporate responsibility strategies.

The IHECS Academy is the continuing education centre of the Institution des Hautes Études des communications Sociales (IHECS) in Brussels. We offer continuing education modules given during the day and in staggered hours.

We strive to contribute to a social, economic and cultural progress of society, in keeping with our mission to train the generation of communication professionals.

The IHECS Academy closely follows the professional, technological and social changes in communication, information and the media. If necessary, it prepares for these changes and makes them a central part of its training programme. The Beecom project is part of this approach and planning.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Erasmus+ is the European Union's programme to support actions in the fields of education, training, youth and sport for the period 2021-2027. The programme considers these four areas to be fundamental to helping citizens achieve personal and professional development. Erasmus+ has taken ecological issues into consideration by making the environment and climate action one of the four priorities of the programme. In fact, Erasmus+ aims to be carbon neutral, particularly through the promotion of more sustainable behaviour, and recognises that local actors have a key role to play in engaging with the wider community on the changes needed for a successful transition. The BeeCom project is being developed within the framework of the Erasmus+ programme for a period of two years from 1st September 2022 to 31st August 2024.

**Work that matters.
Creative Concern.**





How was this methodological guide (eco)designed?



This *101 ways to practice sustainable communication* methodological guide has been designed to give you as many tips as possible on how to make your communication, and your work organisation, more sustainable. By the term “sustainable communication”, we mean **communication that questions both the environmental and social impact of its professional practices in order to put the ecological crisis and ethical issues at the heart of its strategies.**

To this effect, BeeCom’s creative teams have undertaken rigorous research and writing to bring **freely accessible qualitative methodologies** to communicators around the world. The original version of *101 ways to practice sustainable communication* has been translated into three languages (French, English, Spanish) and will be distributed internationally, along with a web platform and numerous tutorials and videos.

The methodological guide addresses the major themes of the communication sector in nine separate chapters. It has been developed from the various contributions of BeeCom partners, which have been validated by specialists in sustainable communication. According to the themes and interests of the contributors, the contents have been addressed in different ways, with the aim of res-

ponding more closely to practical questions. However, this guide does not claim to be exhaustive! The contents were created in 2022-2023 and will evolve, particularly through suggestions and improvements that readers will want to make via the **beecom-responsible.com** online platform. As one of the principles of long-term development dictates, the contents are a process, not an outcome : everyone is invited to feed into a process of continuous improvement and to share their progress.

This guide is not only practical and accessible, but also eco-designed. The graphic identity of the methodological guide and, more generally, of the BeeCom project has indeed been designed to save as much ink as possible when printing. The layout has also been designed to optimise the space of each page, thus reducing the amount of paper used for printing, reducing the weight of the files and facilitating easy navigation between the contents. Our process and creative choices are detailed in Chapter 5 on graphic eco-design (p.130).



Acknowledgements

Design and coordination : Léa Coulomb (ESSTEAM).

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Graphic design, illustrations and layout : Clémentine Moallic (ESSTEAM).

Proofreading : Cristóbal Duarte (Ecoavantis), Alexandre Frederick (IHECS Academy), Mathieu Jahnich (Consultant

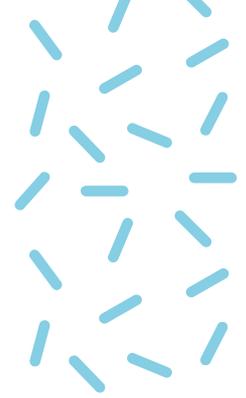
researcher in sustainable communication), Thierry Libaert (Member of the European Economic and Social Committee).

The following have also contributed to the implementation of this guide : Clara Boon (Springtime), Julien Dubois (ESSTEAM), Sophie Tay (ESSTEAM), Jeanne Peleman (ESSTEAM), Miguel Delgado (Ecoavantis), JuanPedro Adamuz (Ecoavantis).

Without these people, this guide would not exist; they have each participated in making this guide an international reference for sustainable communication and we thank them warmly.



How to use this methodological guide



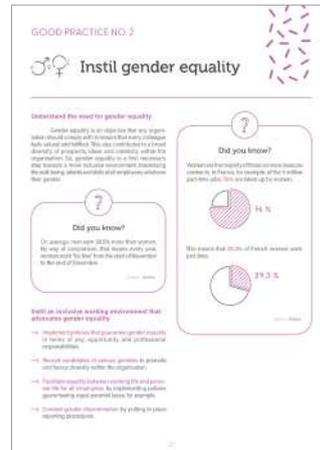
Depending on whether you have 'generalist' profile (communications officer, project manager, account manager, etc.) or a 'specialist' profile (graphic designer, web developer, press officer, community manager, etc.), the various chapters of this guide will be more or less useful to you depending on the topic addressed. They can in fact be consulted independently of each other. Whatever your profile, we recommend that you start by reading the introduction and then Chapter 1 on "Sustainable Work Organisation" (where you will find a list of tips that can be applied regardless of your job or structure) before reading the chapters that interest you.

Each chapter is composed of a general introduction of the topics covered. Followed by a series of 'good practice' sheets in which you will find advice, tips, principles of good practices to adopt, good practices to adopt, principles of good conduct and data that will help you better understand the challenges of sustainable communication. They can be detached if printed, and they all deal with a specific subject and can therefore be used independently of each other, which leaves you a certain amount of freedom to read. Each of these sheets consist of two to four practical tips illustrated with examples, additional content, figures and tutorials.

At the end of each chapter, you will find links to additional tools and resources that we invite you to consult for further information.

Finally, each section ends with a checklist of the most important advice on the subject; if you decide to print this guide, you can detach the checklists that are relevant to you so that they can be used in your daily work.

Please feel free to consult this guide in its entirety and/or to explore certain chapters in more detail. We hope you enjoy reading it and look forward to seeing you on the **becom-responsible.com** online platform to go further or to exchange ideas!



Example of a section "Good practice"



Example of a "check-list"



To print or not to print?

This guide can be viewed on the **becom-responsible.com** online platform. The graphics and layout of this guide have been designed to minimise its environmental impact when printed.

To avoid wasting paper and ink, we invite you to ask yourself the following questions :

- Do you intend to consult the contents regularly (in which case the print format is ideal) or occasionally (in which case it is better to read online)?
- Do you need time to print the whole guide, or just one or more parts of it? Take the time to look through the summary before printing!

If you choose to print the guide (in whole or in part), remember to print on both sides and use certified paper (see Chapter 6 of the guide).



Preface



A new wind on communication

Humanity is facing multiple ecological and societal challenges, which are intertwined and whose impacts are painfully felt in all regions of the world and which will unfortunately increase. The answers, both individual and collective, lie in the advent of a circular economic model based on sobriety, rational use and recycling, and on more equitable distribution of resources.

In this context, it is no longer possible to imagine communication, marketing and advertising as drivers of the dominant linear economic model, based on the myth of infinite growth, nor as promoters of a certain idea of happiness and success through consumption and possession.

Supported by numerous events, books and reports, sustainable communication has been on the rise for several years. It is defined by the French Agency for Ecological Transition as "communication that is more sensitive to ecological issues, that listens more closely to the inhabitants of our planet, that questions both the content and, the way it is delivered, and that integrates the notion of urgency".

Sustainable communication refers to "less but better" including on the editorial level. Without questioning the usefulness of the communication in general, it is important to question the relevance of each project and to find the right balance between performance and reduction of negative impacts. The aim is to find the maximal efficiency of the project in order to optimise the use of natural resources as well as the time and means available.

Publishing, events, digital tools, audiovisual production, press relations and influences, both externally and internally : sustainable communication affects all the major 'professions'. It is reflected in the messages (editorial sobriety, universal communication, the fight against greenwashing, promotion of new stories) and in the way they are delivered (accessibility, reduction of the environment, social and societal footprint, evaluation of the approach).

Beyond this, the challenge is to use the power of influence of communication to transform our model of society, by modifying imaginations, standards and representations. Sustainable communication must support

the profound transformation of territories towards greater resilience. In the corporate world, it helps to accelerate the transformation of their economic model towards circularity and sobriety. It thus gives a strategic weight to the communication function in organisations.

The commitment to more sustainable communication must also be reflected in the relationship with internal and external stakeholders (listening, dialogue, co-construction, transparency) and in business ethics : respect for people within the communication team (inclusion, diversity, the fight against sexism and sexual violence, etc.) and respect for suppliers and service providers (transparency and sincerity in the bidding process, reduced payment deadlines, etc).

"It's more expensive," "I don't have the time," "My image will be less attractive," "It's complicated to find a really committed service provider," "I don't know how to do it"... There is no shortage of objections to sustainable communication! Experience shows that we can respond to these objections by adopting a real strategy (based on a charter, an action plan and indicators), by training teams and partners, and by integrating these issues into projects as early as possible.

The implementation of a sustainable communication approach generally arouses great interest among teams, who find in these new projects an additional source of motivation and meaning, and even pride. Thanks to its rich content and numerous practical examples, the BeeCom *101 ways to practice sustainable communication* guide is a valuable resource.

Mathieu Jahnich, Consultant-Researcher in sustainable.

An inevitable dynamic

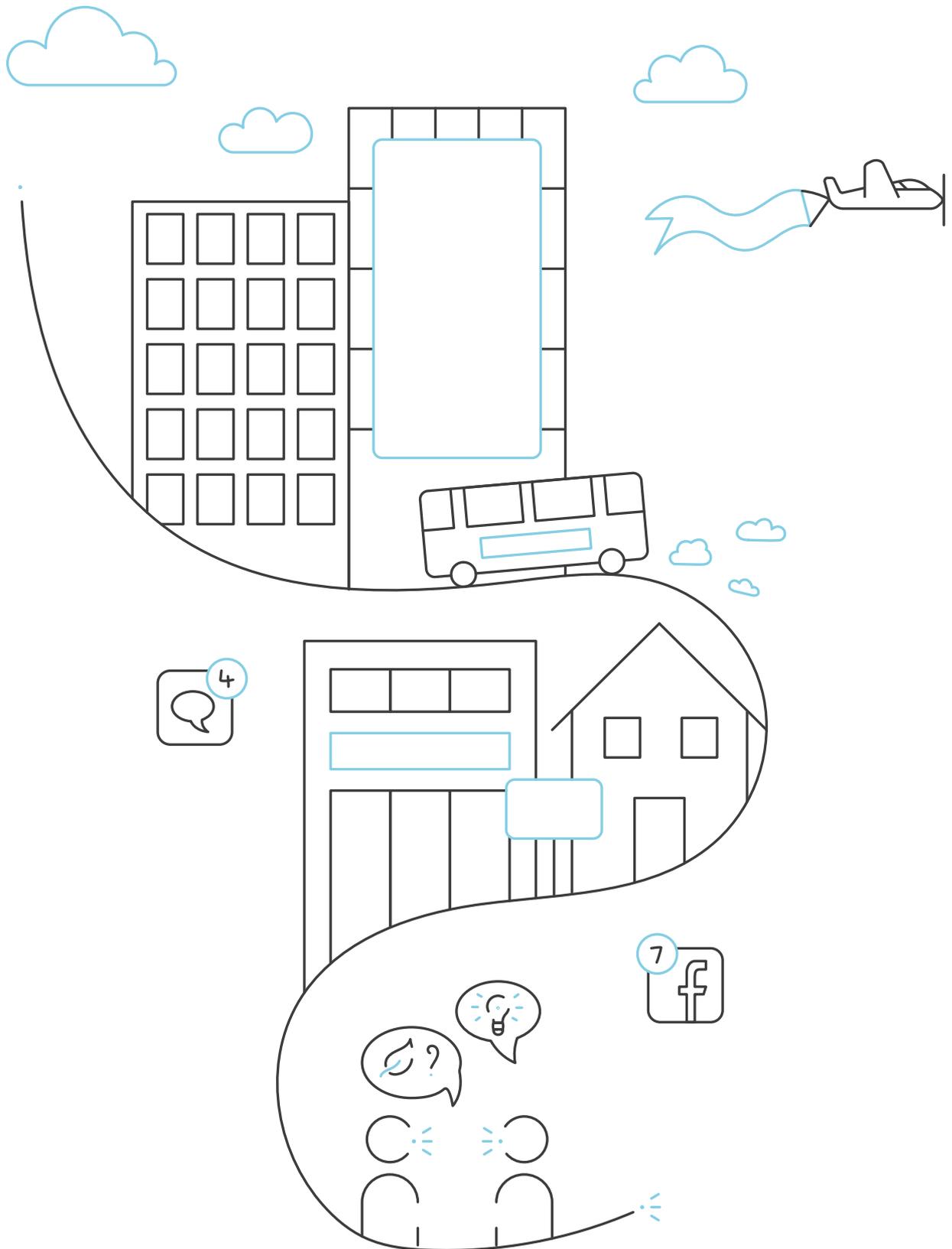
Sustainable communication will inevitably become the new paradigm of the communication function in the years to come. Far from being a new field, it is now at the heart of strategies and techniques, and gives a new meaning to the profession of communicator, which has been immersed for too long in the instrumental and short-term.

Sustainable communication, understood as the responsibility of communicators in the face of major challenges of ecological transition, is not a question of individual choice, or even just an ethical choice, it is also an inevitable structural dynamic which will be imposed on all communicators of the European Union. In the space of a few years, the European institutions have become a major player in communication developments and the spread of directives impacting on our professions is accelerating. After using the tools of sustainable finance, new mechanisms for a more circular economy, and experimenting with new approaches to innovation, Europe is rediscovering the power of communication with the new narratives, the power of our imaginations, and the strength of organisational communications. Indeed, a whole raft of texts establishes a common base in the fight against misleading environmental obligations and unjustified environmental labels. New obligations are proposed with the aim of providing consumers with better information on the environmental impacts of products, their durability and their reparability. New rules are set for extra-financial information for all companies with more than 250 employees, and a debate is emerging in Parliament on the role of advertising in the ecological transition. We might as well anticipate these developments.

Far from being a new obstacle, sustainable communication represents a major opportunity for the communicator. Firstly, because it allows them to renew links with their audiences at a time when the feeling of mistrust towards organisational discourse is at its highest, which leaves the field open to practices of misinformation. By practising sustainable communication, based on a modest discourse of evidence, transparency and openness, the communicator will be able to regain the trust of their audiences. Just as fundamentally, sustainable communication transforms the communicator's profession by giving them a responsibility towards the world in which they become a full actor, having been confined for too long to the production of tools it is also a bet on the future, because the attractiveness of the profession of communicator will largely depend on its ability to transform itself to face new challenges.

Thierry Libaert, Member of the European Economic and Social Committee

Introduction to sustainable communication



A NEW WAY OF THINKING ABOUT COMMUNICATION, FOR A MORE SUSTAINABLE WORLD



What if all the energy of communicators were put to work for a world of social justice, care for the living and fair prosperity? This is undoubtedly the fundamental *raison d'être* of sustainable communication : to use its power and know-how to encourage changes in behaviour in favour of a more sustainable world.

This BeeCom guide invites you to take a systemic approach, through nine distinct entry points. Responsible communication is, in essence, a process of continuous improvement, both in terms of reducing the impact of communication actions and in terms of ensuring respectful relations with stakeholders or content in the service of resilience.

Before getting to the heart of the matter, let us review the issues, foundations and perspectives facing sustainable communication.



What do we mean by “sustainable communication”?

Sustainable communication is, in essence, reducing the impact of one's communication actions, maintaining respectful relations with one's stakeholders or developing content that services resiliency.

ARE WE COMPLICIT IN AMPLIFYING THE PROBLEMS OF A SYSTEM?

The 20th century will probably be seen as the century of the economic illusion that led to uncontrolled production of material goods based on a linear model. The communication industry, in particular its armed forces - marketing and advertising, were the vectors of an imaginary world where possession was synonymous with social success. Compulsive consumption has affected our daily lives for decades and we are beginning to realise the disastrous consequences. The date when the Earth's regenerative capacity is exceeded is melting like the ice cap, a sign of the end of abundance.

Periods of severe drought or torrential rain are the most tangible signs of climate change. And, even for those who would like to ignore it, the collapse of biodiversity is also well and truly at work : the agricultural countryside, for example, is becoming a desert for fauna and flora, as farming practices are impoverishing the soil. The deterioration of air and environmental quality is reflected in health crises that primarily affect a growing portion of the vulnerable

population. In the background, the material growth model continues to wreak havoc, while the wealth gap continues to grow. The IPCC reports are explicit enough on these points!

The communication professions, of course, are not the source of all of these ills; they are, however, complicit in amplifying a system from which they themselves have emerged! Throughout the 20th century, the social representations of consumer products were the result of carefully thought-out advertising and marketing concepts, to boost purchases whose impacts were not measures. Over the last twenty years, 'greenwashing' has been a cynical lever for these harmful practices. Now that we know the harmful effects of the linear model and instant communication, boosted by digital amplification with a universal dimension, sustainable communication can promote the usefulness of a circular modal, on a territorial scale, based on moderation, use and recycling!

How can a responsible approach "providing answers" transform communication?

- Exemplary use of resources : the communications professions can become good students! As you will discover in this BeeCom guide, all communicators' practices have immense margins for progress to reduce their social and environmental impact. Through its systematic approach, sustainable communication mobilises the intelligence of all stakeholders.
- Consistency of content : while communication retains its aesthetic function, it must reflect a proven reality, by demonstrating the information communicated through proof. Furthermore, sustainable communication asserts itself through its values of respect of all forms of diversity, with non-stigmatising messages and without stereotyping. These virtues will not prevent communication from contributing to trade, as long as it is also sustainable!
- The power of the narrative, at the service of the desired world : the power of sustainable communication can be put at the service of social representations in favour of the protection of living beings, in all their spectrum of acceptance - human and non - human living beings. What if the narrative of humanity's happiness were made up of the growth of well-being, accessibility to food, education, culture and a healthy environment for all?

OR CONTRIBUTING TO THE APPEAL OF A MORE SOBER AND JUST SOCIETY?

To move from a society of having to a society of being is a gigantic task in which sustainable communication is involved. We have been reluctant to commit ourselves to this; now we really no longer have a choice!

Tomorrow's economy faces the challenge of regeneration, and invites companies to give back more to ecosystems than they take from them. Linear business models are being reinvented into circular loops, to sell use-value, rather than physical products. Even if it retains its pleasure, consumption becomes useful and fair, at the service of humans and the planet. This means that it is essential to question our practices and review our indicators of success.

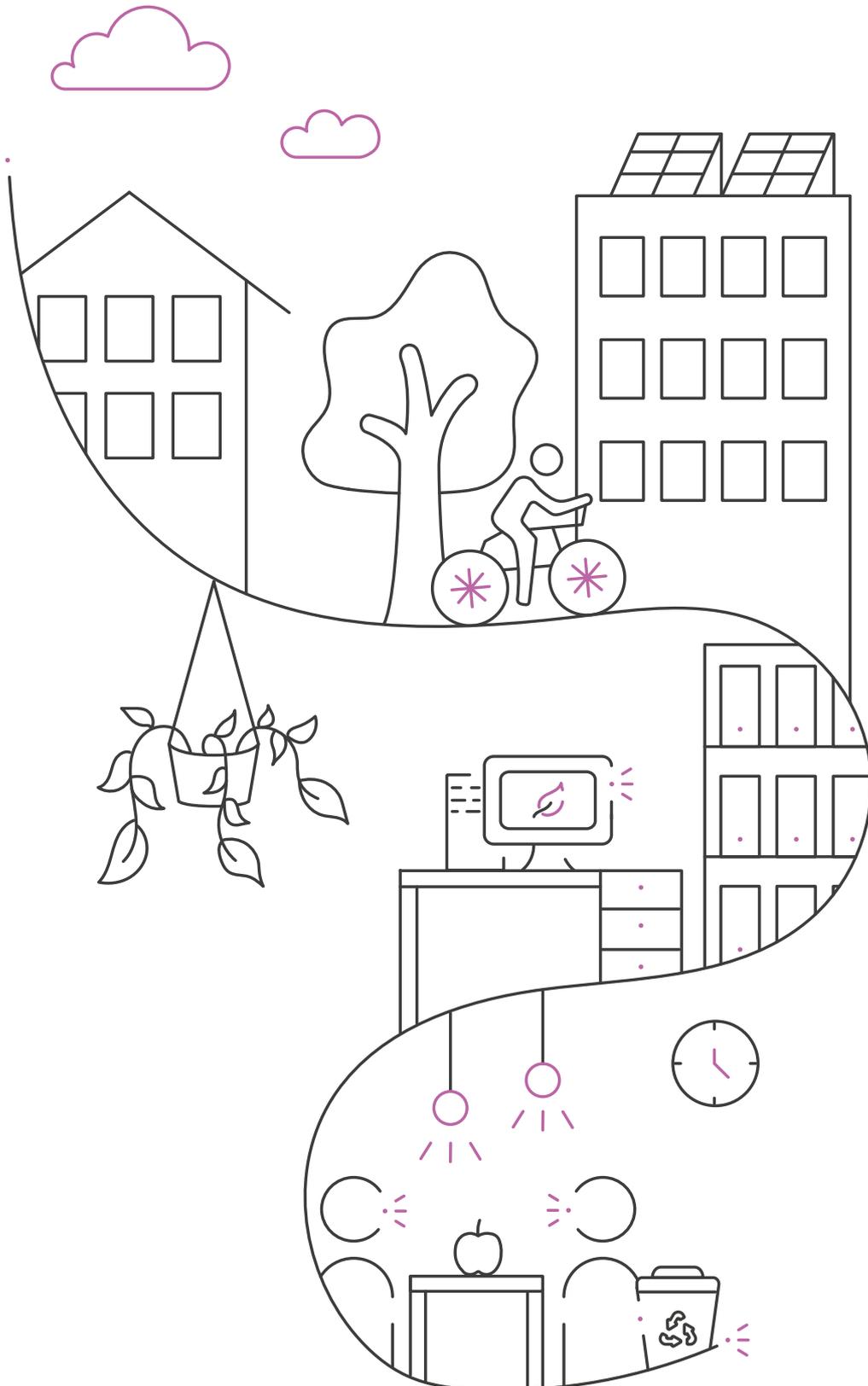
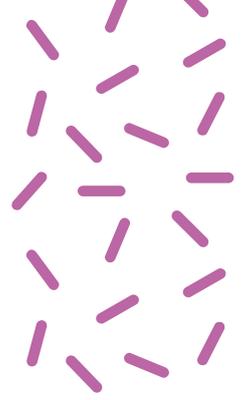
We are aware of how imperative it is for communication to question its ways of working (in terms of both content and form), the impact of its actions and the impact of its language, which determines our relationship with reality. The re-enchantment of the world requires the freedom to think of a better world! What if the first step for communicators was to offer their skills with discernment to projects and clients who are truly committed to a positive impact? It's a radical choice that can have a major impact...

No longer can any specialist linked in any way to the communications industry avoid their responsibility to raise awareness of the impacts of consumption. At the meeting point of market supply and demand, they can encourage the company to integrate the impacts on the planet and living beings, beyond mere profit. It is better to maintain doubts than certainties!

*WE, THE COMMUNICATORS,
CAN BECOME THE BEST ALLIES
FOR A MORE SOBER, INCLUSIVE
AND UNITED SOCIETY, THROUGH
A TRULY SUSTAINABLE SOCIETY.*

1

A sustainable work organisation



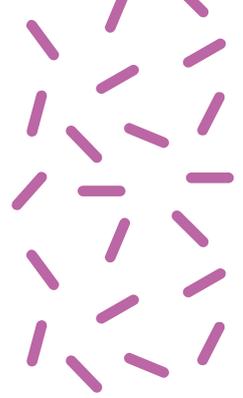


Chapter Contents





What impact does our work have on the environment?

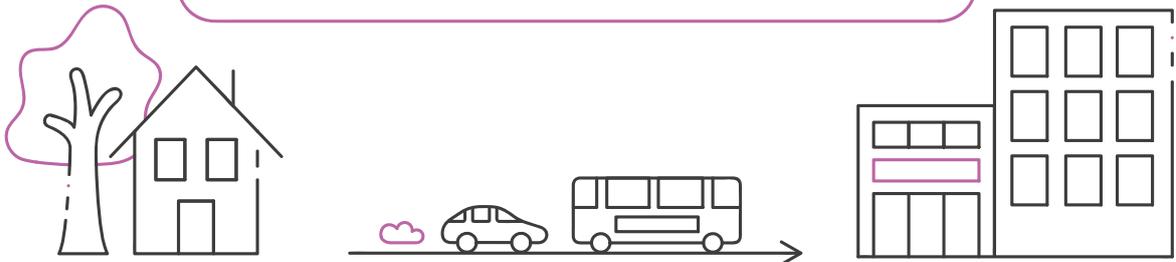


Do you know what is the greatest emitter of greenhouse gases in Europe? Daily travel associated with office activities! In France alone, it is responsible for **12 million tonnes of CO₂**¹ emissions. This figure is all the more significant when you consider that travel by vehicle is only

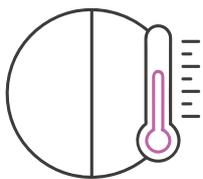
one part of our daily work life. Add to that the computer equipment that we use, the lights switched on and the heating running throughout the day... The "car, work, sleep" cycle is far from being green.

A few numbers about the **workplace's impacts** on the environment :

Almost **50 %** of Europe's active population work in an **office**.



12 millions tons of **CO₂** is emitted by work-related transportation in France.



50 % of the **energy consumed** in the office is for **heating purpose**.



10 à 12 milliards de mails

are sent in **1h** worldwide.



120 to 140 of waste per year for an employee from the tertiary sector.



120 grams of food is thrown away for every meal consumed in the office.



20 % of European companies replace their **computers** every **one or two years**.

ADEME and BNP Paribas 3 Step IT

First, the impacts of our daily workplace actions should be well understood :

- **We are expending energy and resources** : electricity for our computer equipment or lighting, water for the toilets, etc.
- **We are consuming products** which are not always either local or sustainable, and which need abusive extraction or exploitation of non-renewable raw materials.
- **We are producing greenhouse gas emissions** by travelling in combustion engine vehicles, by sending and saving emails or documents, but also by replacing our smartphones when they are still working.
- **We are wasting and polluting the environment**, particularly by throwing away waste (paper, packaging, etc.) containing various chemical products such as ink.

The environmental impacts caused by office activities have an effect, and shouldn't be dismissed in our efforts to lower global greenhouse gas emissions and have a greater respect for the living world. Organisations in all sectors and their employees have a major role to play in mitigating the climate change we are experiencing. That absolutely must involve questioning our working habits, followed by an internal strategy for putting actual responsible action into practice.

As communication professionals, we should be at the forefront of a new organisation of work which is more attentive to any harmful impacts. We are working on a roadmap to achieve greater awareness on the subject, by adapting the ways we work and communicating on action that can be easily reproduced.

In conclusion, the way we work is an ideal starting point to begin our journey towards ecological and social responsibility in the world of communications as well as in the working world in general.

In this second topic of the guide, we are therefore going on to review the various steps to take and comply with for instilling a more ethical and more responsible working environment that will allow us to reduce our impact as employees and/or professional bodies in communication.

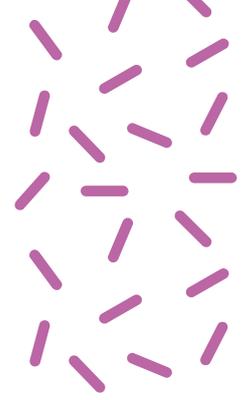


This is, on average and per year, **the number of days spent by an employee in the office**¹. This is approximately 55% of their year. This means that the ecological footprint due to our working lives is continuing to grow day by day and year by year. This also means that, every year, we have 200 days to :

- Optimise the way we work, to reduce our social and environmental impact.
- Share and communicate good habits to adopt every day, with our colleagues, suppliers, partners or clients, etc.
- Measure and determine our carbon impact, then monitor and evaluate the progress made.



How do you create a responsible working environment?



1. KEY POINTS OF AN EXEMPLARY CSR STRATEGY

Corporate Social Responsibility (CSR) designates all the responsible commitments of a business taking into account its stakeholders, such as its employees, its clients and even the environment. Objective : combining various corporate and social measures to limit environmental impact, reduce costs or even improve the well-being of employees.

So a CSR strategy is an action plan defining the objectives of a business in terms of social responsibility. It aims to integrate social, environmental and economic concerns in the activities of the business and make a positive contribution to society and the environment.

The scope of action of the CSR strategy is very broad. It may cover several fields, from environmental protection to cultural diversity, through respecting human rights, quality of working life, ethics, equality or even accessibility for everyone.

In fact, there are countless ways of putting this into practice. In good practice files 1 to 5, we have shared with you several points to take into account for following a CSR strategy within your organisation.



ISO 26000

 GLOSSARY

Accessibility

Assurance that all employees have access to the same premises, rights and opportunities, whatever their situation.

CSR

Corporate social responsibility.

Discrimination

Distinction and treatment of persons based on specific criteria or characteristics, such as sex or colour of their skin.

Greenwashing

The act of giving an organisation, a product or a service a responsible image more or less removed from reality.

Inclusion / inclusivity

Action of integrating each employee and putting an end to possible exclusions.

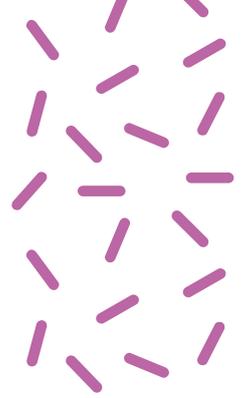
Stereotypes

Symbolic and systematic characterisation of a group that is based on routine judgements and particular expectations.

GOOD PRACTICE NO. 1



Avoid the trap of greenwashing



Understand the differences between green claims and greenwashing

Green claims are often made where a product, service or organisation wishes to promote aspects of sustainability which can be a point of differentiation and which will make their brand more attractive to more ethically-minded consumers. Greenwashing is where the consumer is being misled through exaggerated or false claims around a more sustainable or ecological approach which cannot be substantiated.

Recognising the tell-tale signs of greenwashing

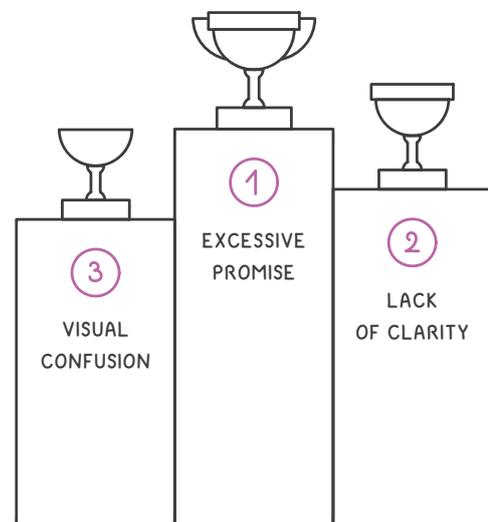
- **A disproportionate promise**, the ecological significance presented is greater than reality.
- **Lack of information and clarity**, the message is vague.
- **Lack of credible evidence**, or total lack of evidence.
- **An off-topic argument** which has nothing to do with the product/service.
- **A visual deception** which suggests that the product/service is more ecological than it really is.
- **A lie**, presenting a product/service as ecologically responsible when it is not.



Did you know?

The Two Sides association has been undertaking a large-scale anti-greenwashing print campaign for some time : they have therefore suppressed greenwashing campaigns of almost 1 000 different organisations in the world.

Source : *Two Sides*



Greenwashing platform

Avoid greenwashing

Advertisers, ensure that...

- Your product/service and approach are legitimate and sustainable.
- All the information needed is found in your brief.
- The message of the agency is responsible and just.

In the agency, ensure that...

- All the information needed is found in the brief.
- Your message is indeed responsible and faithful to reality.

In both cases :

- Communicate on the significant elements in a proportional way.
- Use clear and precise vocabulary.
- Bring in actual information and actual evidence.
- Use unambiguous, relevant visuals.
- Ensure that your message is faithful to reality.



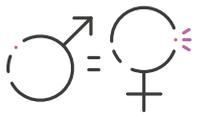
Beware of green-bashing : the antithesis of greenwashing

In a few words, green-bashing is the denigration of an ecological practice, message or even those practising it or the messenger. And this is in order to promote a product or service.

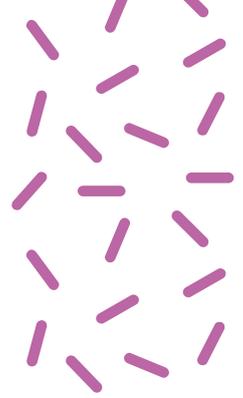
Let's imagine that a car brand launches a communication campaign to sell its latest "run-around" city car. In the advert, the brand shows the car pass a bicycle, ending with a message saying that it is also a run-around, while being faster and more comfortable.

That is green-bashing : criticism of an ecological and recommended practice (in the example above, travelling by bicycle in a built-up area) to promote a more polluting practice (in this case, driving a car).

Source : ADEME



Instil gender equality



Understand the need for gender equality

Gender equality is an objective that any organisation should comply with to ensure that every colleague feels valued and fulfilled. This also contributes to a broad diversity of prospects, ideas and creativity within the organisation. So, gender equality is a first necessary step towards a more inclusive environment, maximising the well-being, talents and skills of all employees, whatever their gender.



Did you know?

On average, men earn 28.5% more than women. By way of comparison, that means every year, women work "for free" from the start of November to the end of December.

Source : *Oxfam*

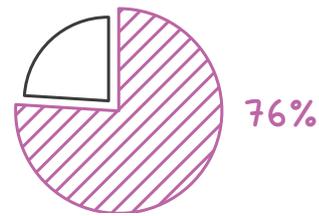
Instil an inclusive working environment that advocates gender equality

- **Implement policies that guarantee gender equality** in terms of pay, opportunity and professional responsibilities.
- **Recruit candidates of various genders** to promote and favour diversity within the organisation.
- **Facilitate equality between working life and personal life for all employees**, by implementing policies guaranteeing equal parental leave, for example.
- **Combat gender discrimination** by putting in place reporting procedures.

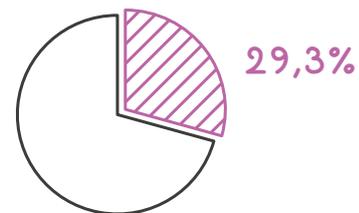


Did you know?

Women are the majority of those on more insecure contracts. In France, for example, of the 5 million part-time jobs, **76%** are taken up by women.



This means that **29.3%** of French women work part time.



Source : *Oxfam*

Combat sexist and sexual abuse in a working context

- **Prevent this by increasing awareness and training** managers, senior management and employees to make it easier to detect abuse and facilitate dialogue between victims.
- **Detect by communicating** the commitment of the organisation so that victims feel sufficiently confident to report abuse.
- **Support victims** by putting in place advisers within the organisation and directing them to support organisations.
- **Act by sanctioning those that are guilty** in a proportionate way to abuse caused and the hard facts, or otherwise by transfer or even dismissal.



Did you know?

In more than **90%** of cases, women are attacked by persons known to the victim. Only **12%** of victims make a complaint.

Source : *Oxfam*

Make teams aware of gender equality and stereotypes

- **Organise training, seminars, conferences or even role plays**, organised by external experts or members of the organisation who have already been made aware.
- **Communicate on the subject internally**, with information bulletins, messages displayed in premises, publications on internal social networks, etc.
- **Encourage employees to commit** to benevolent projects or programmes centred on gender equality.



Good to know

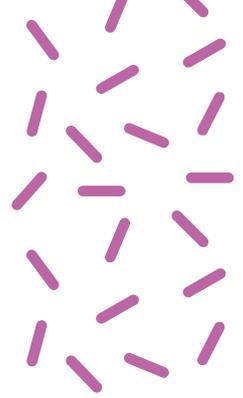
Here is a list of businesses who have been awarded the title "best workplace for women". What they all share : their actual commitment to equality between men and women, and valuing women in managerial posts.



Source : *Great Place to Work*



Promote cultural diversity

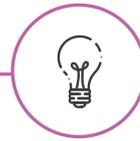


Define cultural diversity in organisations

Within the same organisation, there may be different cultures, languages, beliefs, customs or even traditions : that is what is called cultural diversity. A real source of richness and creativity, it may, unfortunately, be a source of tension and conflict if it is not managed well. That is why it is important to be informed and increase the awareness of teams and management of the promotion of and respect for cultural diversity.

Promote cultural diversity in the business

- **Implement diversity and inclusion policies** guaranteeing the equality of treatment, pay or even development between all the employees, whatever their ethnicity or religion.
- **Diversify representations** (gender, skin colour, disability, size, obesity, age, etc.) in communication campaigns, so that the entire public may feel affected, and involve them in the creative process.
- **Organise training or even conferences** on cultural diversity and inclusive practices.
- **Organise group workshops** to encourage dialogue between employees of various cultures.
- **Invite employees to exchange their culture and their traditions** to encourage the free expression of cultural diversity within the organisation.



Good to know

Various types of cultural diversity



Geographical diversity, between various countries or regions.



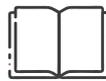
Ethnic diversity, such as origins, languages or traditions.



Gender diversity and diversity of **sexual orientation**.



Diversity of **ages** and **generations**



Diversity of **beliefs** and **religious practices**.



Diversity of **physical and mental health**, needs in terms of health and disability.



Diversity of **talents and skills**, such as know-how, soft skills and professional approaches.



Good to know

The worldwide day of cultural diversity for dialogue and development is held on 21 May every year. So why not benefit from this by organising a workshop to increase the awareness of your teams and to celebrate diversity within your organisation?

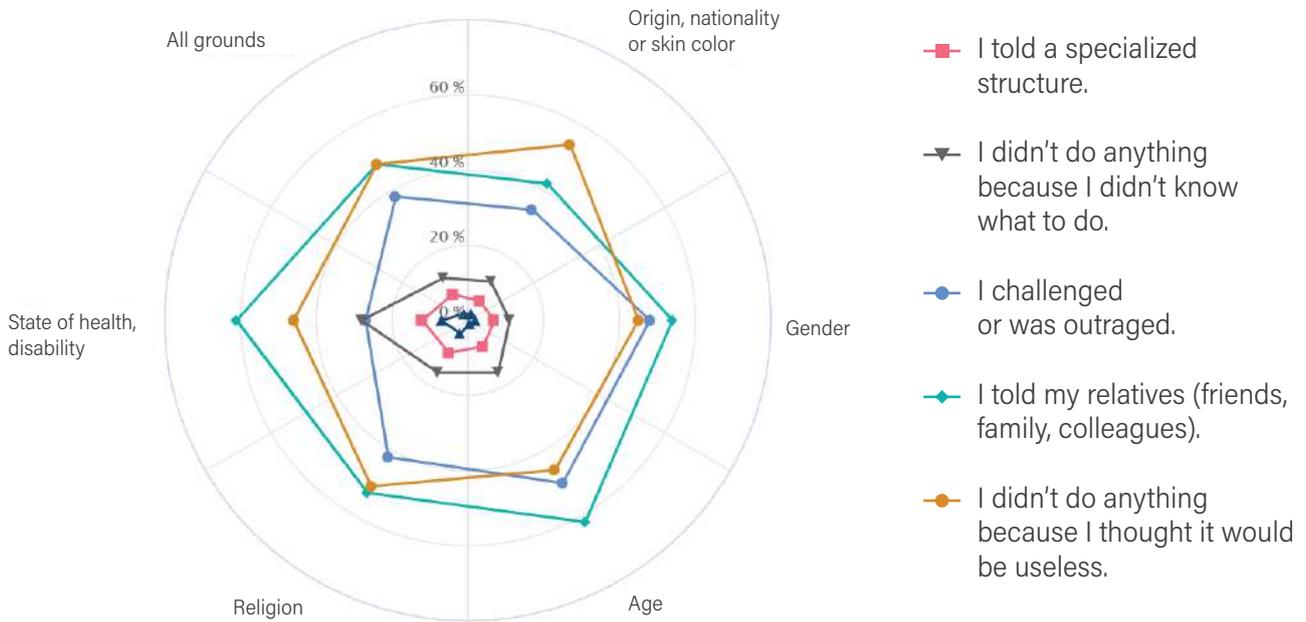
Combat abuse against minorities in the workplace

- **Make it easier to detect abuse** by making managers, senior management and employees aware and by communicating the commitment of the organisation so that victims feel confident to report it.
- **Encourage dialogue** with victims and support them by putting in place advisers within the organisation and directing them to support bodies.
- **Prevent future abuse** by sanctioning those guilty in a proportionate way in relation to the abuse caused, such as by transfer or dismissal.



Good to know

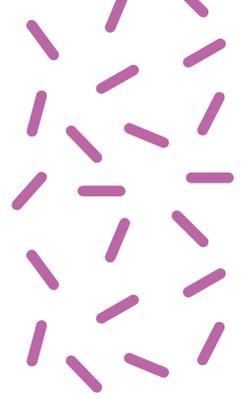
Only **2%** of people who are victims of discrimination make a complaint. Here is a chart summarising the various responses following acts of discrimination, by reason :



Source : Insee



Favour accessibility



Define what is accessibility in the business

A business must be capable of ensuring that all its employees can work conveniently, including those with a disability or specific needs. This is why it is so important to promote and encourage accessibility at work.

In this section we are covering

- Physical accessibility to the working environment (access, layout, etc.).
- Digital accessibility (usage of computers and tools of the organisation).



Good to know

There are six major groups of disability :

- **Auditive** (tinnitus and deafness)
- **Mental, intellectual or cognitive** (trisomy 21, autistic spectrum disorder, etc.)
- **Motor** (stroke, lumbar pain, etc.)
- **Psychological** (neurosis, phobias, etc.)
- **Visual** (myopia, colour-blindness, etc.)
- And **incapacitating illnesses** (diabetes, heart failure, etc.)

Increase teams' awareness of accessibility

- **Highlight accessibility issues** by organising training sessions directed by experts or employees with a disability.
- **Propose resources for accessibility** such as practical guides or videos.
- **Encourage employees with a disability** to share their experiences.
- **Promote accessibility in internal communications** by sharing, for example, information on accessibility on internal social networks of the organisation.
- **Also increase awareness of disability**, to ensure team awareness and inclusion.



Did you know?

The EWPD is the European Week for the Employment of People with Disabilities and it takes place every November. It is the perfect opportunity to propose to your teams workshops or conferences on the topic of accessibility, so as to increase awareness of the subject.

Source : **GoalMap**

Make the working environment more accessible

- Optimise the arrangement of the working space and have lifts, access ramps or handrails installed.
- Adapt the rhythm, load and nature of work to the disability.
- Use tools and technologies suitable for persons with a disability, adding subtitles to videos for the hard of hearing or even by using voice synthesizer software for the visually impaired.
- Think about accessibility when designing and developing advertising campaigns of all types of content and services, taking into account the needs of persons with a disability.



Did you know?

67% of disabled persons admit to having experienced difficulties moving around. The reasons? Not very accessible infrastructures, staircases and pavements that are too high etc.

Source : Handicap.fr et *Organisation Mondiale de la Santé*

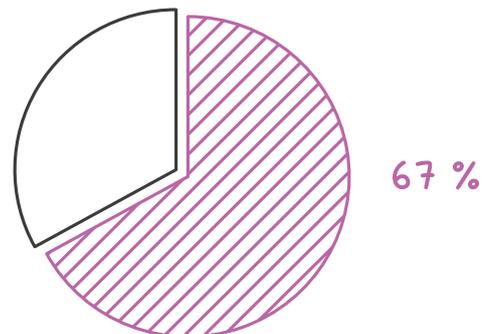
Promote and favour accessibility

- Integrate accessibility into recruitment and promotion processes, ensuring that employees with a disability have the same working opportunities as other employees.
- Put monitoring in place and evaluate the accessibility of the working environment, tools and technologies used in the organisation.
- Regularly ask for advice and feedback from employees with a disability and do not hesitate to hold conversations with specialist associations.
- Communicate on accessibility within the organisation in complete transparency to get to know the efforts made and inspire as many people and businesses as possible.

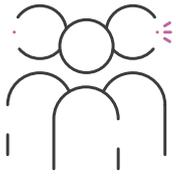


Did you know?

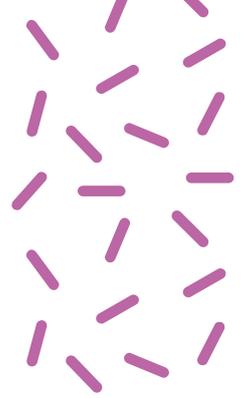
In France alone, 12 million people have a disability, in 80% of whom this is invisible. In the global population, it is estimated that 16% have a disability.



Source : *APF France Handicap*



Make CSR a collective priority



Understanding that ecological responsibility is a matter for everyone

Being ecologically responsible means being aware that as employees and communicators, our daily actions have a negative impact on the environment through things like carbon emissions, polluting waste, paper or food waste, etc.

The best way to change this is to understand that we all have a role to play and that we can all contribute towards the ecological responsibility of the organisation. To do this, it helps to involve every employee.



Focus on an eco-responsible company : Who Gives a Crap

The least we can say is that Who Gives a Crap does not care about the environment or humans. Its specialty? Sell toilet paper 100% recycled or 100% bamboo, and guaranteed plastic-free. And that's not all! Who Gives a Crap donates half of its profits to organizations to provide toilets to the poorest communities. Enough to preserve the state of the planet... and our buttocks!

Source : *Who Gives a Crap*

Increase your teams' awareness of ecological responsibility

- Put in place programmes for increasing awareness to show employees the current environmental situation and what is needed to achieve greater ecological responsibility.
- Organise conferences and presentations on ecological responsibility at work.
- Present inspirational examples of other organisations to motivate teams.
- Communicate in complete transparency on actions undertaken and the progress achieved.

Train your teams in ecological responsibility

- **Organise training meetings** to educate employees on what conduct to adopt in their daily working life.
- **Put in place working sessions and groups on the subject**, seminars or even challenges to be met to encourage teams to take action.
- **Provide educational resources on the tools needed** by employees so that they can adopt more ecologically-responsible behaviour at work.
- **Encourage more experts to train their colleagues** by sharing their knowledge and actions.



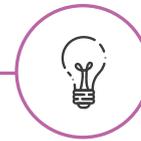
Zoom on **Climate Fresk**

Do you want to make your teams aware of the climate issues, train them, but do not know where to start? Climate Fresk is the ideal place to start! This collaborative workshop has already proven its worth in 50 countries and combines more than 800 000 participants, and will allow your teams to understand the essential climate issues, in three hours flat!

Source : *Fresque du climat*

Involve teams to be more cohesive

- **Create an ecologically responsible business culture** and communicate on the progress achieved and objectives to be reached.
- **Encourage employees to propose ecologically responsible ideas or initiatives**, in return for acknowledgement or even significant benefits.
- **Encourage volunteers to form a team or an internal department**, which would be responsible for dealing with the CSR strategy of the business autonomously.
- **Incorporate ecological responsibility problems within objectives** for performance and development of employees.

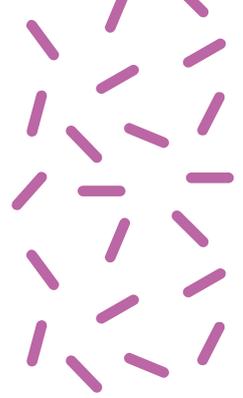


Good to know

Why not participate in World Cleanup Day with your teams? Organised every third Saturday in September by the Let's Do It World movement, this day aims to mobilise as many people as possible throughout the world to organise citizen cleaning, to put a stop to pollution and proliferation of littering. This is the perfect activity to bring your teams together around the environmental problem.

And that is not all : Let's Do It World also organises the Digital Cleanup Day every March!

Source : *World Cleanup Day*



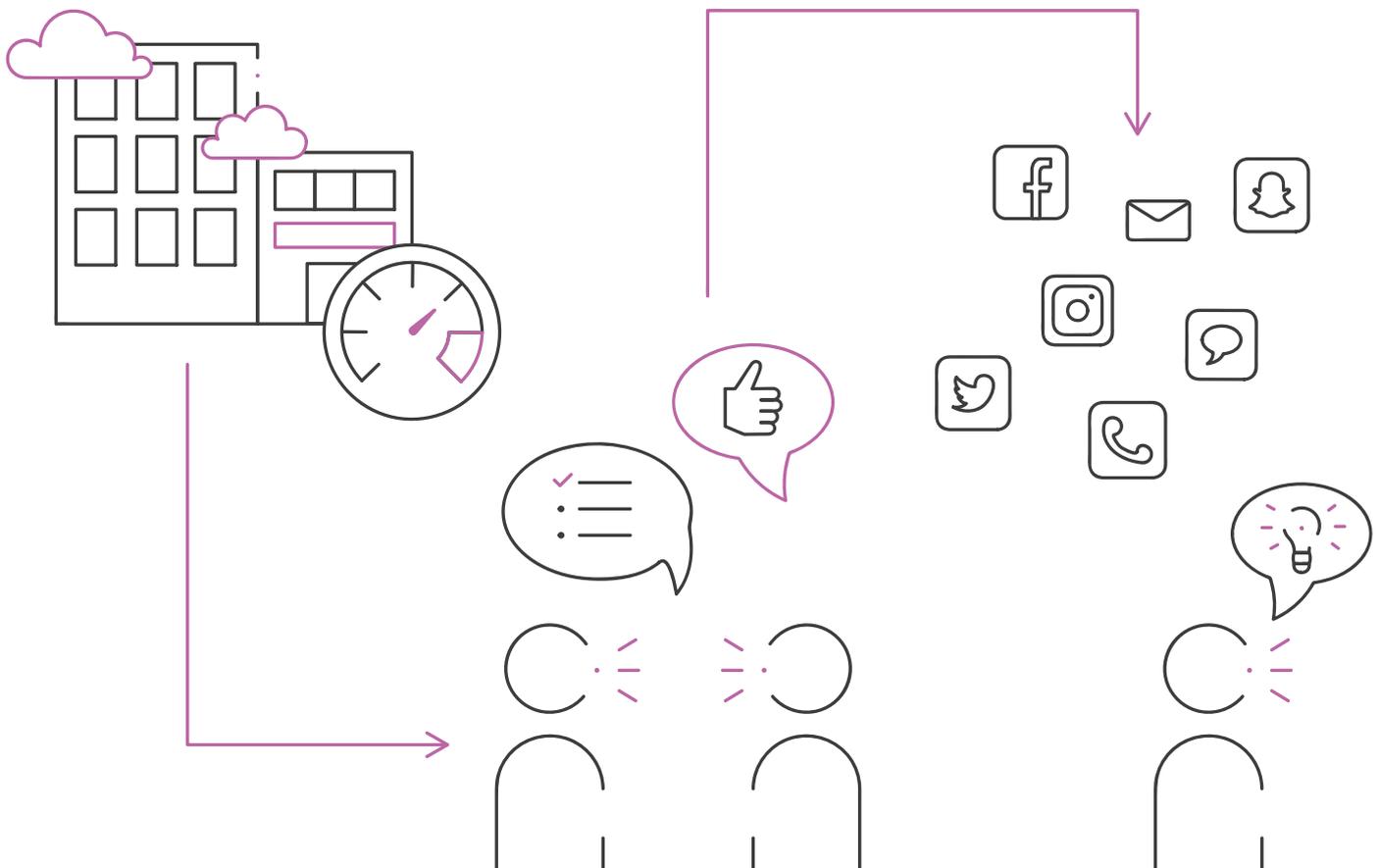
2. DECARBONISATION IN FOUR STEPS

Decarbonisation is a set of measures taken by an organisation with the aim of reducing its carbon footprint, in other words, its greenhouse gas emissions, and therefore, to combatting climate change. To undertake any decarbonisation approach, the organisation has to adopt various means of action, such as :

- Favouring electricity suppliers with lower greenhouse gas emissions and distancing themselves from energy produced from fossil fuels.
- Become more energy efficient, by minimising energy consumption for the same service rendered.
- Asking about the real energy requirements of the organisation to demonstrate restraint.

The objective is to reach collective carbon neutrality provided by the Paris Accords by 2050, and, to find equilibrium, on a global scale, between greenhouse gas emissions produced by human activities and the absorption of these gases present in the atmosphere by natural ecosystems, such as forests and jungles which are scattered over our planet. This neutrality can be achieved by a drastic reduction in emissions and increase in carbon sinks.

But where do you start to launch the decarbonisation of your organisation? Don't panic, we are going to review the four main steps to follow in good practice files no. 6 to 9!



GLOSSARY

Carbon balance sheet

Tool for accounting for greenhouse gas emissions associated with the activities of an organisation.

Carbon footprint

Measurement of greenhouse gas emissions associated with human activity.

Carbon neutrality

Equilibrium between carbon emissions and absorption of carbon in the atmosphere on a planetary scale.

Decarbonisation

Strategy aiming to reduce greenhouse gas emissions and consumption of fossil fuels of an organisation.

Ecosystem

Group formed by a community of living beings interacting with their environment.

Energy produced from fossil fuels

All energy produced from fuels rich in carbon, such as petrol and coal.

Greenhouse gas

Gaseous components that contribute to the greenhouse effect and global warming.

Paris Accords

International treaty, adopted in 2015, on global warming.

Renewable energy

All energy produced from sources that nature permanently renews, such as the sun's rays and the wind.



Compile a carbon balance sheet



Working on a carbon balance sheet

The carbon balance sheet is understood as several methods, available internationally, which are differentiated by their status (standard, private reference), their field of application (scopes covered) and their target (business, local authority or territory).

The carbon balance sheet :

- Gives you precise knowledge of your greenhouse gas emissions.
- Provides you with routes to reduce them as much as possible and allows you to measure the results obtained.



Good to know

Carbon dioxide (CO₂) is not the only greenhouse gas accounted for in a carbon balance sheet. Emissions are expressed in CO₂e because it is the most widespread greenhouse gas, but there are five others :

- Methane (CH₄)
- Hydrofluorocarbon (HFC)
- Nitrous oxide (N₂O)
- Perfluorocarbon (PFC)
- Sulphur hexafluoride (SF₆)

Call in certified and qualified professionals

Compiling the carbon balance sheet for your organisation is not a simple matter. That is why we advise you to call in specialist consultants with the required skills (detailed in standard NF EN 16247-5). They will supervise you in the compilation of your carbon balance sheet and will suggest to you the tools that will make the task easier for you. They will even be able, then, to guide you in setting up decarbonisation actions. Keep in mind that a rigorous carbon balance sheet may be a very difficult, and often expensive, approach. At the start of your approach, do not put the bar too high to keep the motivation of your colleagues; proceed progressively.



Good to know

Compiling a carbon balance sheet provides various advantages to your organisation, as well as making it more ecologically responsible. A carbon balance sheet may allow you to :

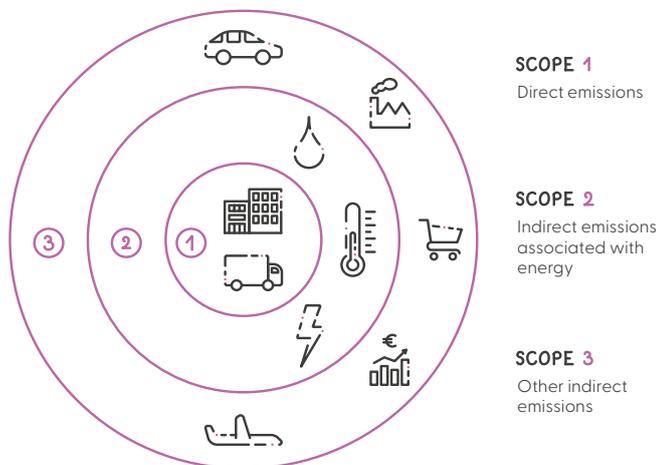
- Reinforce your brand image.
- Break from the pack and obtain a competitive advantage.
- Be ahead of the law.

Define the scope of the carbon balance sheet

In a low carbon strategy, two scopes emerge :

- **The organisational scope**, taking into account all the entities relating to the organisation (such as branches, for example).
- **The operational scope**, which is taking into account all the greenhouse gas emissions directly and indirectly associated with the activity of the organisation.

Greenhouse gas emissions of an organisation are subdivided into three areas



Collect and analyse the data of the carbon balance sheet

Once the scope of the study has been chosen, it is time to bring together all the data linked to the activity of your organisation. This data can be :

- **internal**, or information already available within the organisation.
- **external**, or information to be obtained from suppliers, customers, etc.
- **statistics**, comprising all the secondary data and studies made.

You will need all this data if you want to compile a relevant carbon balance sheet. The data will therefore be associated with an emission factor, which will allow you to calculate its carbon equivalent. You will then be able to compile an action plan.



Good to know

How are greenhouse gas emissions calculated? ADEME (France) and GHG Protocol (international) have defined two main analysis standards for the carbon balance sheet :

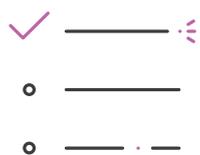
- **Physical ratios** : greenhouse gas emissions are linked to a physical factor. The quantity consumed will be expressed in the unit of the product originating the emission :

GHG Quantity = Quantity consumed x Physical emission factor.

For example, a highly-polluting vehicle will produce several kgs of CO₂ emissions (emission factor) per km (quantity consumed).

- **Monetary ratios** : sometimes, calculation from physical data is not possible. This is then based on the price :

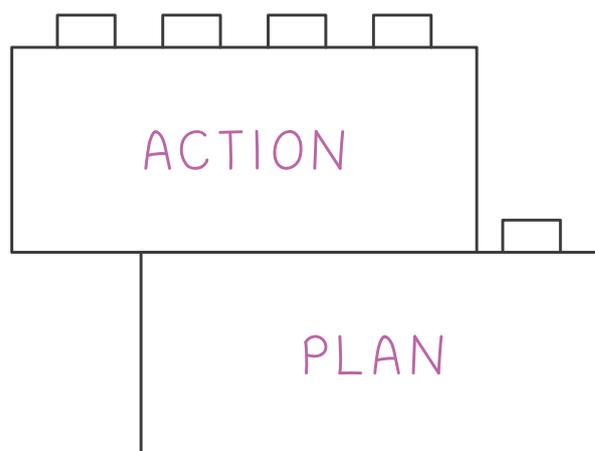
GHG Quantity = Price x Monetary emission factor (expressed in kgCO₂e/€k ex taxes).



Draw up an action plan

Define the framework of an action plan

- 1) Listen to your colleagues, particularly by organising interviews, to better know their expectations and everyone's motivation.
- 2) Designate a manager, an individual or a team, to manage the action plan and present it to all employees.
- 3) Define the context in which the action plan is written, by identifying the existing data to be considered at the launch.
- 4) Define the organisational and operational targets, then the global objective of the action plan.
- 5) Define the deadlines to be met in implementing the action plan in the short, medium and long term.



Build the action plan

- 1) Set up a steering committee to ensure the proper progress of the action plan and define the human and financial resources.
- 2) Structure the action plan by clearly defining the areas for reducing greenhouse gas emissions.
- 3) Define the types of action to be undertaken, then list, in the most extensive way possible, all the actions that can be achieved.
- 4) Select the actions to be set up and ensure that they are compatible with the Paris climate accords. Approach certain organisations, such as SBTi, to check this point.
- 5) Then check the actions to be undertaken compile an action sheet for each of them.



What must an **action sheet** contain?

- A presentation of the action (its title, its description, its targets, etc.)
- Its facilitators and its brakes
- The stakeholders involved
- The means of implementation (schedule, costs, etc.)
- The objectives to be reached and indicators (monitoring and result)

Implementing the action plan

- 1) Check the financing of the action plan with the management committee then communicate to emphasise the commitment of senior management to colleagues and external stakeholders.
- 2) Communicate the action plan and distribute it internally and to all the departments of the organisation so that everyone is able to action it.
- 3) Define an effective process for monitoring the action plan and incorporate monitoring indicators in the dashboards to be completed regularly.



Attention

Once the action plan has been checked by senior management, communicate it to all the departments of your organisation to mobilise as many colleagues as possible.

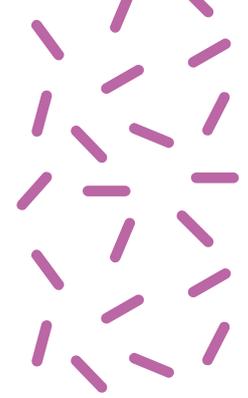


Zoom on carbon compensation

Did you know that it was possible for an organisation get financial support for a greenhouse gas emissions sequestration project? This is called carbon compensation. The organisation thus obtains carbon credits, which are equivalent to tonnes of CO₂ reduced. These credits then become the property of the organisation, and may be useful in the context of its climate strategy.

Attention : do keep in mind that the accumulation of carbon credits does not reduce the impact of an organisation under any circumstances. The carbon compensation, or carbon contribution, is no substitute for an ecologically responsible approach, but is a supplementary effort anchored in this approach.

Source : **INFCC**



Evaluate and monitor your approach

Understanding the importance of evaluation

Once your plan to reduce various environmental impacts (decarbonisation, usage of natural resources, etc.) has been launched, ensure it progresses well by observing and evaluating indicators that will have been identified while compiling the carbon balance sheet and the action plan. This allows the organisation to adapt and take corrective action in case of discrepancies between reality and the objectives set upstream. It is also the occasion to focus on the positive advances achieved and communicate them so they can be valued.

Ensure effective monitoring of your plan

To ensure effective monitoring of your plan, do not hesitate to consult the advisers regularly for each action. Consolidate information which is sent to you then present it to the management committee.

To facilitate this monitoring, you can put in place various tools (primarily dashboards) or use those which are provided to you by qualified external organisations.



Did you know?

To reach carbon neutrality in 2050, it is necessary for the rate of greenhouse gas emissions to reduce by about 5% every year, for forty years.

Source : *ScienceDirect*



Checklist

There are a number of carbon footprint calculators, such as the **Carbon Footprint** calculator or even the **Footprint Base** from ADEME. Here is a comparison of the various solutions that you can use :

Solution	Easy	Fast	Affordable	Robust	Customizable	Sustainable
Free online calculator	✓✓	✓✓	✓✓	××	××	××
Internal development	××	××	✓	××	✓✓	××
Formation of carbon balance	××	××	×	✓✓	✓✓	××
Prior advice	✓✓	✓	××	✓✓	✓✓	×
Carbon balance software	✓✓	✓	×	✓✓	✓	✓

Source : *Carbo*

Analyse the effects of the approach

Once the deployment of the approach has progressed well, it is necessary to analyse its effects to focus on the progress achieved and to understand any corrections that need to be made.

To do that :

→ Compare the greenhouse gas emissions recorded before and after the launch of the action plan, using indicators defined upstream.

→ Quantify the effects of action put in place, accumulate them and compare them with the variations in greenhouse gas emissions.

→ Identify and evaluate the co-beneficiaries of actions implemented.

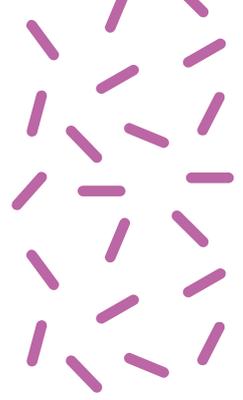


Example dashboard of responsible communication :

Objectives	Monitoring indicators	KPIs
Reduce the carbon impact of your communication campaigns	Total greenhouse gas emissions associated with our external communication	151 tCO ₂ eq being 11% less than during the last quarter
Work with organisations that share our awareness in terms of responsible communication	Number of ecologically and socially responsible partners	4 new partners responsible since the start of the year
Commitment of colleagues	Number of requests for information received	23 requests over the last month, 2 more than the previous month



Communicate to inspire



Understanding the significance of communicating your approach

So you have developed a low carbon strategy within your organisation, after having compiled a carbon balance sheet, drawn up an action plan and evaluated the progress of your approach. Congratulations, but it doesn't stop there: do not forget to communicate these virtuous changes

internally and externally. Communicating is the best way of inspiring others to do the same, while at the same time reinforcing your reputation as an employer and your brand image.

The 10 commandments of responsible communication

- RESPONSIBLE - - COMMUNICATION -

- 1- YOU WILL COMMUNICATE IN FULL TRANSPARENCY.
- 2- YOU WILL NEVER LIE.
- 3- YOU WILL MAKE YOUR COMMUNICATION RELEVANT.
- 4- YOU WILL DEMONSTRATE WITH EVIDENCE.
- 5- YOU WILL ENSURE ACCESSIBILITY FOR ALL.

- 6- YOU WILL PREFER RESPONSIBLE MEDIA.
- 7- YOU WILL SHARE YOUR KNOWLEDGE.
- 8- YOU WILL SUPERVISE YOUR PARTNERS AND CLIENTS.
- 9- YOU WILL RESPECT THE ENVIRONMENT AND HUMANITY.
- 10- YOU WILL ADOPT A SPIRIT OF HUMILITY.

Communicate your approach in a responsible manner

When communicating your decarbonisation approach, make sure to do it responsibly :

- Ensure that your vision is aligned to environmental, social and economic values and issues.
- To avoid greenwashing, be transparent, evaluate your efforts and positive progress, recognise points for improvement and always demonstrate with evidence.
- Conceive and distribute your communications responsibly, you will find the entire methodology in this guide.



Good to know

You can frame your certificate, obtained following your carbon balance sheet, and hang it in the meeting room you usually use to accommodate your partners or your clients. This is the ideal way of making a good impression and, above all, of bringing up the subject and evaluating the awareness of your client / partner on the question, which will perhaps lead to a supervision on your part.

Inspire and guide your stakeholders

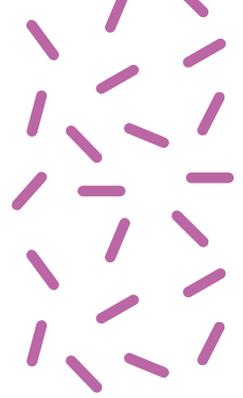
What is the main significance of this virtuous and more responsible approach? That it will be monitored and adopted by the greatest number of organisations possible. That is why we propose that you communicate your decarbonisation approach to your stakeholders first and foremost to measure their awareness of the subject, then to propose to them advice or supervision in achieving their own approach. This would also be able to enable better cooperation to be ensured between your organisations, to make clients and other suppliers concerned more engaged.



Did you know?

84% of French people say they are unable to mention a business that is really engaged off the top of their heads. That is why it is important to communicate in all transparency on the responsibility of your organisation.

Source : *Sens du Client*

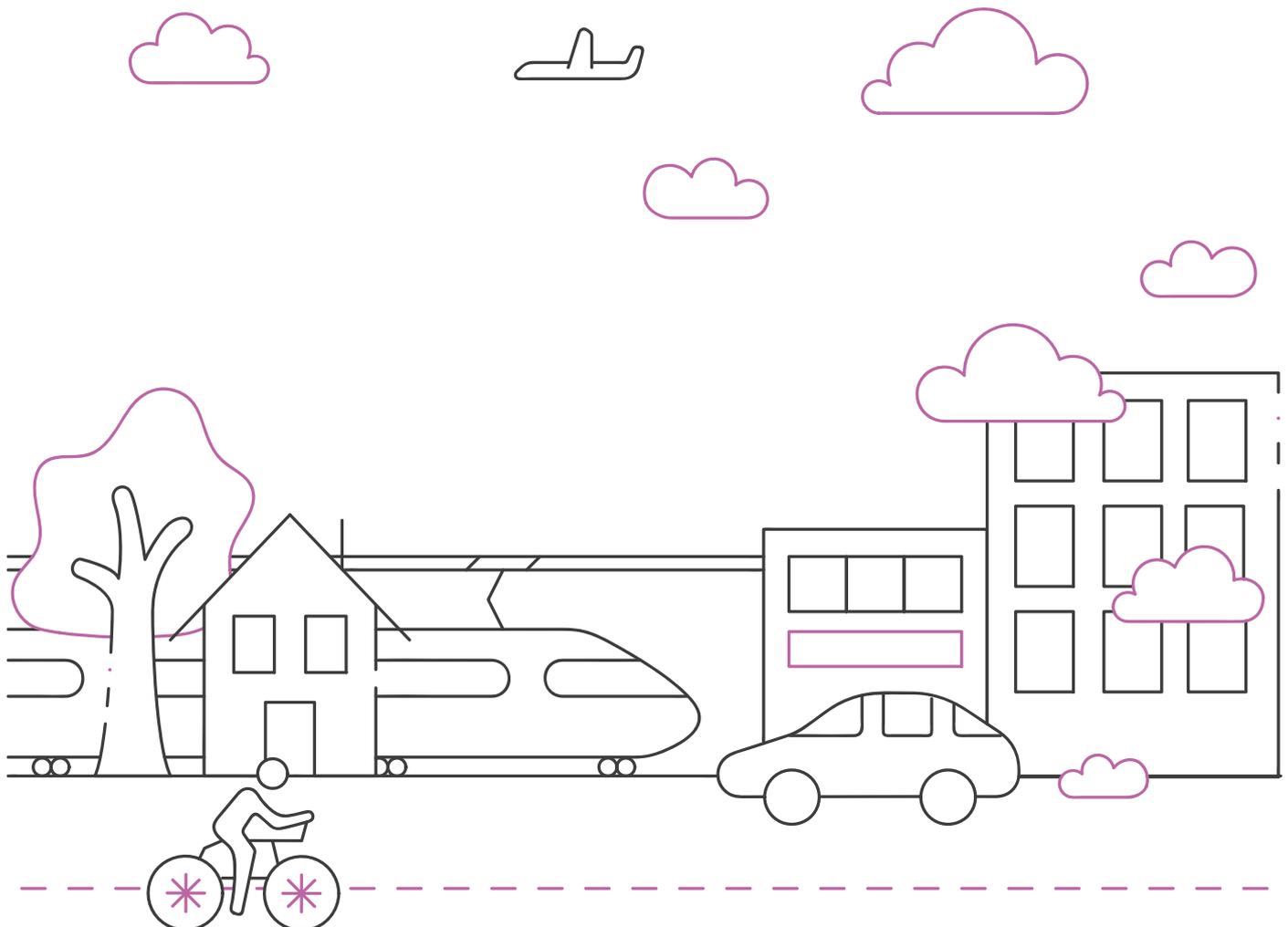


3. THREE MILES (FIVE KM) BY CAR... THAT WASTES THE PLANET!

You leave your house in the morning. You get into your car, start it and then go to work. From then on you are stuck in traffic, just like yesterday and the day before. Of course, that happens again in the evening, then the morning and evening of the next day and so on... Have we got that right? It is not so complicated: **more than 60% of employees follow this same routine¹.**

Thankfully, there is no lack of alternatives to single car journeys : from walking or riding a bicycle or scooter, the very diverse range of public transport or even ride sharing, etc. Ultimately, it is not so difficult to reduce the carbon footprint associated with work travel. To stop getting stuck in a rut, continue straight on in the direction yhe good practices files no. 10 and 11.

And that's not all. If we are talking about travel in this guide, it's because it has a negative impact on the environment : **private cars represent more than half of emissions of CO2 of road transport¹ !**



GLOSSARY

Car sharing

System of hiring cars in an urban environment allowing users to use these vehicles in a self-service model.

Combustion engine vehicle

Vehicle provided with a combustion engine that consumes petrol or diesel.

Eco-driving

All of the practices to be adopted at the wheel to save fuel and pollute less.

Electric vehicle

Vehicle provided with an electric engine that does not release any CO₂ when running.

Hybrid vehicle

Vehicle provided with a combustion engine and an electric engine.

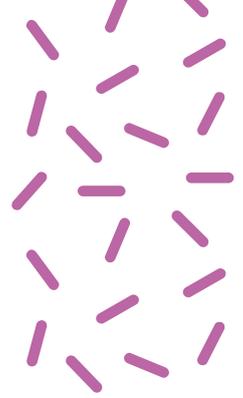
Ride sharing

Sharing a vehicle between several persons making the same journey.

GOOD PRACTICE NO. 10



Choose green and shared mobility



Get your feet in motion

Do you work a few miles or kilometres from your place of work? Then forget the car and choose walking or cycling. This daily physical activity will be a great benefit to you, both physically and mentally, and will allow you to make major savings on travel costs and avoid tiresome traffic jams. Also, keep in mind that, in a built-up area, a journey of three miles / five km may be faster by bicycle than by car – without polluting! Just as good for your health as for the planet.



Estimated times* for journey from home to place of work of a distance of 3 miles / 5 km within a built-up area:

**estimates made on Google Maps between a point A and a point B in Lille, France.*

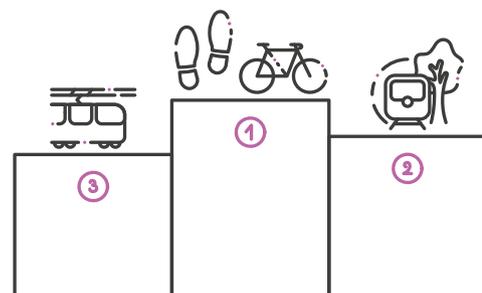
Adopt public transport

From six miles / ten km, walking and cycling are less viable (although an electrically-assisted bicycle will still do the job). You can still choose a sustainable way to travel though – metro, bus, train or even tram! Respecting the environment more (the metro, for example, releases 76 times less CO₂ than a car²), these travel methods also allow you to achieve savings over the year, and free up your precious time for reading, interacting with friends or simply having a bit of a rest.



Classification of various means of transport according to their greenhouse emissions (in CO₂) :

- 1 Walking & cycling - 0 gCO₂e
- 2 Metro & tram - 10 gCO₂e
- 3 Suburban rail - 40 gCO₂e
- 4 Electrically-assisted bicycle or scooter - 50 gCO₂e
- 5 Bus with electric motor - 100 gCO₂e
- 6 Coach & regional rail - 200 gCO₂e
- 7 Scooter & light motorbike - 400 gCO₂e
- 8 Electric car - 500 gCO₂e
- 9 Bus with combustion engine - 600 gCO₂e
- 10 Motorbike - 1 000 gCO₂e
- 11 Combustion engine car - 1 100 gCO₂e



Think about ride sharing and car sharing

Sometimes, you don't have a choice and a car is the only solution to get to work. Why not try ride-sharing? The more ride sharing there is, the fewer vehicles in traffic, which means fewer traffic jams and lower greenhouse gas emissions! And then you know the saying : "the more, the merrier".

Although there is also car-sharing. The principle is a bit different : a car, parked at a specific place, can be used by several different people throughout the day. It just has to be reserved. Think, for example, about displaying timetables and drivers available in your premises.



Did you know?

Around 75% of daily journeys between home and place of work are made by car, and about 80% of these journeys are made alone.

Invest in electric or plug-in hybrid

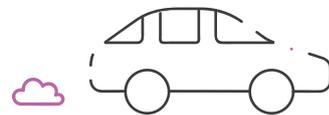
Is ride sharing not for you? Then get informed about plug-in hybrid or electric vehicles. Not as ecological as the solutions mentioned above, they still remain less polluting than combustion engine cars. In a number of countries there are even grants available to make purchasing a new, less-polluting vehicle more affordable. Why not make the leap?!

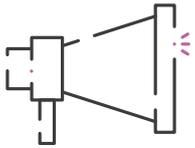
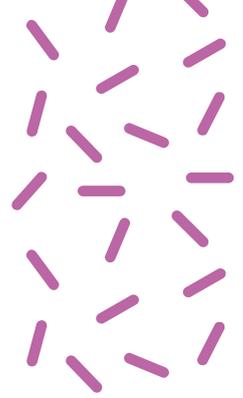
At the wheel of a hybrid or combustion engine car, adopt eco-driving : travel more slowly and more softly. It means you pollute less and make fuel savings. Making your colleagues aware of this practice would also be a good idea.



Good to know

Eco-driving is driving done lightly : you avoid jerkiness, hard braking and you control your speed. These are a few mannerisms to adopt which can save you several tanks of fuel every year!





Motivate your team!

Communicate the support available to employees

The first step to motivate your teams to adopt more ecologically responsible means of transport is to enquire about all the financial assistance granted by local authorities, with the aim of favouring sustainable mobility, and to share this with your teams.

This financial assistance comprises, for example, partial refund of transport season tickets or even financial assistance to encourage buying a less-polluting vehicle.

Make it easier to adopt other means of transport

- Provide a covered and secured bicycle garage to store and protect bicycles and scooters.
- Have charge points for electric vehicles installed (electric car, bicycle and scooter).
- Set up private shuttles for employees in the largest organisations.
- Make shared utility vehicles available to employees for work travel (electric cars and bicycles, for example).



Good to know

Do you live and work in a built-up area? Consider leaving the car in the garage, because you have the choice of more ecologically-responsible alternatives :

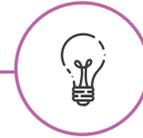


Did you know?

In most European countries, businesses can make use of financial aid from the government for the installation of charge points for electric vehicles. So benefit from them!

Encourage employees to travel differently

To motivate employees to adopt new means of transport that respect the environment, you can organise with your teams collective challenges on the topic of mobility : a carless week, achieve the highest number of kms possible on a bicycle or on public transport etc. That may make this subject more attractive and interesting, and so make other means of transport with a lower impact easier to adopt. In France, for example, you can register your organisation and your colleagues with the Mobility Challenge! For very long distance work travel, you can count the number of miles or kms travelled on a train rather than by aeroplane.



Good to know

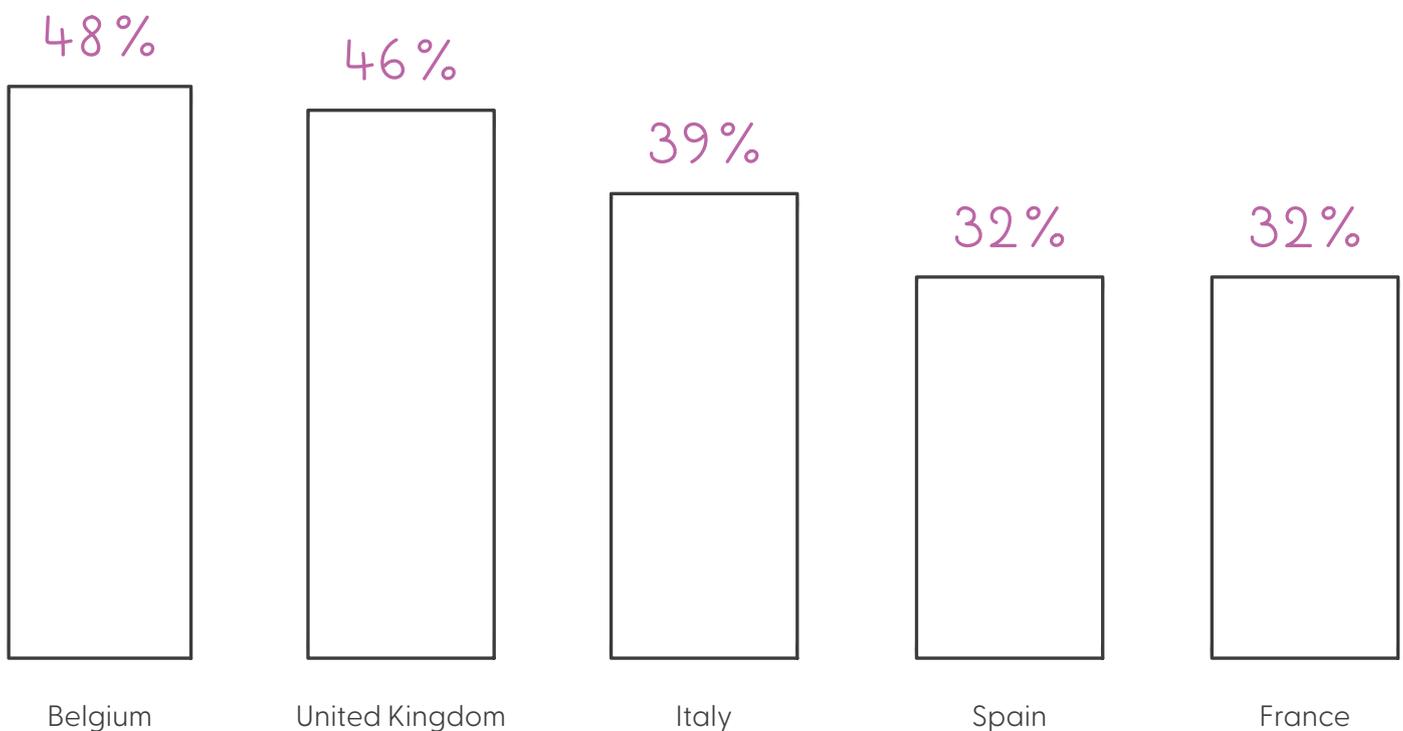
There are numerous mobility challenges everywhere in the world. So, wherever you are, don't hesitate to inform your teams of them and propose they have a go!



Propose remote working

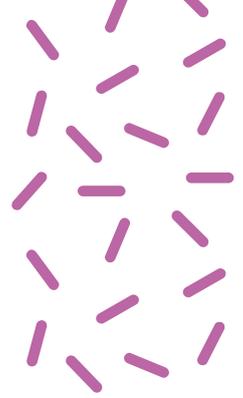
The best way to reduce impact associated with our travel... is not to travel at all. This practice has become common since the pandemic and, in fact, has allowed **the volume of travel on days worked remotely to be reduced by 69%²**. This is not to mention fuel savings or even free time gained.

But be careful, remote working may cause more travel : small trips during breaks to go shopping, for example, or the desire to live further away from the place of work. So, how do you remote work responsibly? Turn to the good practice file no. 17.



Top 5 countries in Europe with the most remote workers after the Covid-19 crisis

Source : Statista

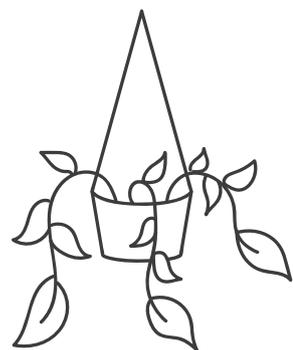


4. ETHICAL DIGITISED TEAMWORKING

We are living in a hyper-connected world. We are working for hours on our computers, sending and receiving dozens of emails a day, all while listening to our music on a digital platform or even discussing in a video-conference. It has become difficult to imagine a different daily life, without these technologies.

Unfortunately, and contrary to accepted opinion, the digital world creates a lot of pollution : **it alone releases three times more greenhouse gases than a developed country like France³**. And according to forecasts, this figure is set to increase drastically over the next few years!

Do we have to say goodbye to digital? The reality is more complicated : digital is extremely anchored into our daily lives and is more and more complicated to do without, particularly in a working context. On the other hand, we can rethink the way we use it. Digital sobriety, alternative tools that consume less power, life cycle of equipment... To understand all this, we ask you to disconnect for a moment to read carefully the good practice files no. 12 to 15.



GLOSSARY

Cloud

Usage of information technology servers hosted on the internet to store, manage and process data.

Data centre

Place where equipment is stored consisting of an information system, thus allowing security and maintenance of equipment and stored data to be facilitated.

Dedicated server

Server provided to a client person/organisation by the host.

Digital

All equipment and technologies using digital signals.

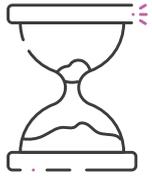
Digital impact

Greenhouse gas emissions associated with digital usage.

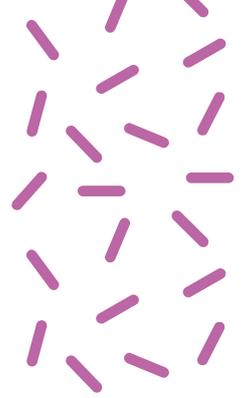
Digital sobriety

Approach aimed to limit the usage of digital to reduce its environmental impact.

GOOD PRACTICE NO. 12



Give your equipment a long life

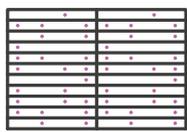


Discover the hidden side of digital

The more you look into it the more you will begin to find out that digital technologies are significant sources of pollution. But do you know what pollutes the most in the digital world? Contrary to what you may believe, it is not our usage of digital (surfing on the internet, looking at videos, sending emails, etc.) which has the greatest impact on the environment, but it is our equipment. And yes, **78% of digital greenhouse gases are due to the manufacture of digital equipment alone⁵** (computers, telephones, tablets, etc.). To this pollution add the social impacts that are particularly serious (child labour, handling toxic products, etc.). So, the best way to act is to re-think our way of equipping ourselves, of using our equipment and separating ourselves from them.



between **64%** and **92%**
for electronic equipment



between **4%** and **22%**
for data centres



between **2%** and **14%**
for networks

Distribution of greenhouse gas emissions from digital

Source : **ADEME**

Equip yourself in the most responsible way

- **Do not be in a hurry to buy** : consider your real needs and re-equip yourself only when your equipment can no longer be used.
- **Think about reconditioned hardware** : restored, cleaned and tested, this equipment operates as well as new hardware and allows you to reduce drastically the environmental footprint when buying.

- **Prioritise sober, modular and sustainable equipment** : such as equipment manufactured with more fair trade or recycled materials, and easily repairable to extend its service life (e.g. : **Fairphone**).
- **Decrease the number of screens used per person and reduce the size of these screens.**



Focus on the case of cobalt mines in the Democratic Republic of Congo

A mineral needed for the manufacture of smartphones or even electric car batteries, cobalt is mainly extracted from Congolese mines. These mining extractions are a real threat to the environment : the drainage of mining acids pollutes the water of the surrounding rivers, but also the drinking water for those living nearby.

Worse still, the human rights are not respected in at least 20% of these mines : several tens of thousands of children, sometimes very young, work in terrible conditions, and face physical risks and psychological abuse, all this with safety equipment that is often inadequate.

Source : **Institut du Numérique Responsable**

Take care of your hardware

- Prevent any impacts by using protection for your smartphone, tablet and computer (case, unbreakable glass, cover, etc.).
- Clean your PC and its ventilation holes with a dusting spray.
- Predict when your smartphone will need recharging and avoid it going flat and do not leave it connected for extended periods (such as overnight). The ideal would be to maintain the battery level of your smartphone at between 30% and 80% to avoid the battery degrading.
- Protect your systems against attacks and viruses by installing up-to-date antivirus software
- Do not use your equipment if it has become overheated, as you risk harming the processors. Rather allow it to cool down.

→ Keep your keyboard free of various dust and debris with protection, a single sheet of paper will be enough.



Did you know?

40% of smartphone failures can be avoided by good maintenance.

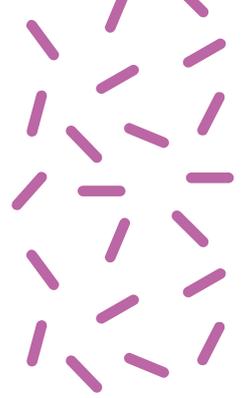
Source : ADEME

Dispose of your equipment properly

- Before replacing it, see if your equipment is repairable or not : for general benefit, check the reparability index of a piece of hardware before buying, if it is in force on your country.
- If your equipment is out of operation for good, do not hesitate to recycle it by using facilities collecting worn electrical and electronic equipment, or by returning it to the distributor.
- If you are thinking of throwing away a piece of equipment that is still working, why not think about donating it to someone in the social and fair trade economy, who will be charged with redistributing it to persons in need, or to a reconditioner to clean and restore it.



Life cycle of digital equipment



Communicate by limiting impact

Send your emails efficiently

Almost 12 billion emails are sent every hour in the world and only 40% are opened¹. Knowing that every email sent pollutes, here are a few tips to reduce your digital impact associated with emails :

- Only send an email if it is relevant.
- Change your settings to write your emails in raw text rather than in HTML format.
- Target the recipients well to limit their number.
- Optimise the size of attachments or use hypertext links/URL by opting for a temporary file repository site (e.g. : [Filevert](#)).
- Prefer instant messaging platforms (e.g. : [Treebal](#)).
- Delete attachments from emails to which you have replied.



Did you know?

Multiplying the number of recipients of your email by 10 multiplies its environmental impact by four!



Source : [ADEME](#)

Regularly empty your mailbox

It is never nice to connect to your mailbox on Monday morning and see 1 231 emails waiting to be opened. That pollutes enormously! Emails are stored on dedicated servers. For the latter to work, they use a lot of energy and release greenhouse gases. It is imperative to lighten their working load : so delete as many emails as possible to limit the environmental impact. Why not organise a competition with your colleagues? Also think about unsubscribing from newsletters that you don't read (with [Cleanfox](#), for example), that means there will be fewer to delete!



Zoom on a really practical tool : [Cleanfox](#)

This site connects to your mailbox and allows you to select newsletters that you want to delete. This is all while protecting your data and your private life!



Choose audio-conferencing over video-conferencing

Even when working remotely, it may be necessary to exchange ideas with your colleagues, partners or even your clients. With the expansion of remote working, video-conferencing is the naturally-imposed solution for holding remote meetings. Only, this practice also results in an environmental impact... So think about :

- Preferring **platforms that consume less energy**⁴ for your remote meetings : **Zoho Meeting, BlueJeans** or even **Microsoft Teams**.
- Turn off your camera or lower the image quality sent and received, and encourage others participating to do the same. The person who is speaking may, of course, turn it back on when it is their turn to speak!
- Avoid sharing your screen if this is not necessary.
- Prefer telephone calls if possible.

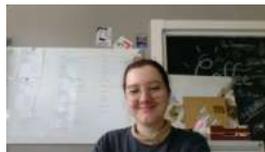


Tips

Can you tell the difference between these two images?



360p



720p

Prefer face-to-face meetings

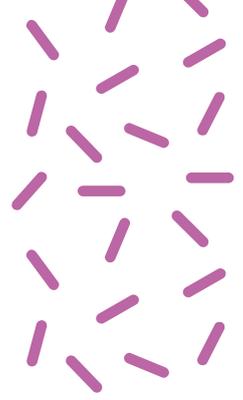
Nothing is better than a good face-to-face meeting : the relationship between your colleagues is real, and it is easier to take the floor, ask questions, clarify matters and also avoid misunderstandings as well as the number of bugs that can disrupt meetings. Even more importantly, physical meetings pollute a lot less than remote ones (except if everyone does a return trip just to attend a meeting, of course). So, prefer the physical connection with your colleagues when they are physically present at the same meeting.



Did you know?

The average carbon impact of a minute of video-conferencing (audio + activated camera) is 1.10 gEqCO₂, equivalent to a few tens of metres travelled in a light vehicle.

Source : **Greenspector**



Turn to alternative tools

Surf the internet using more responsible browsers

- **Lilo** : this browser allows you to browse on the internet while supporting social, environmental and ethical projects, while respecting your privacy.
- **Ecosia** : The browser gives you the opportunity to finance the cause you want : planting trees, meals for animals in refuges, financing class hours for disadvantaged children, etc. Backed up with donation certificates.
- **DuckDuckGo** : the engine that respects your privacy, by not collecting your personal data. It is one of the mobile browsers that uses the least energy.

To exchange with your various stakeholders, choose more ethical and more ecologically-responsible messaging :

- **Mailo pour Lilo and Newmanity** : scrupulously respecting European legislation on private correspondence and data protection, these messaging systems protect your privacy and do not sell your personal data. Furthermore, their total control of their technologies allows them to optimise their energy requirements.
- **Tutanota** : this encrypted messaging is totally open source and respects your privacy and protects you from advertising, while being supplied 100% by renewable energy!



Did you know?

More than 170 million trees have been planted thanks to users from Ecosia.

Use more virtuous communication platforms

Between colleagues, prefer instant messaging platforms :

- **Treebal** : ecologically designed and ethical, it allows you to exchange in complete security and participate in financing reforestation projects.



Good to know

What is the average carbon footprint for emails?



One mail without attachment : 4 gEqCO₂



One mail with attachment : 35 gEqCO₂

Source : **ADEME**

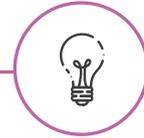
Collaborate while limiting the environmental impact

- **Video-conferencing** : in terms of environmental impact and consumption of data, **Zoho Meeting** and **BlueJeans** are among the best options.
- **File transfer** : **FileVert** is a temporary repository site that is more responsible, which allows you to share your documents, while decreasing your digital impact on the environment.
- **Data storage** : store your data on a unique platform, such as **NordLocker**. This cloud service protects your data and your privacy. Also think about deactivating automatic synchronisation between two devices, such as your computer and your smartphone to avoid having duplicates.
- **Collaborative working** : **CryptPad** is an encrypted and open-source collaborative suite. Word processing, spreadsheets or even forms, this suite is the perfect alternative to Google Workspace, while guaranteeing to respect your privacy and your personal data.



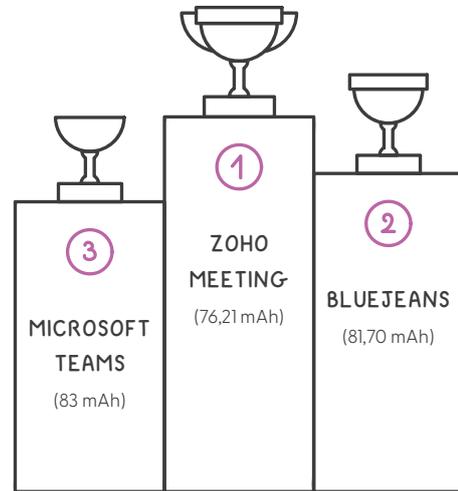
Focus on FileVert, the more ecologically responsible alternative to WeTransfer

- 9.30 tonnes of CO₂ saved from cloud storage if files are stored there for a year
- 76% less storage time (48h as opposed to 7 to 30 days on other sites)
- 2.2 minutes on average for each visit due to effective preparation of transfers

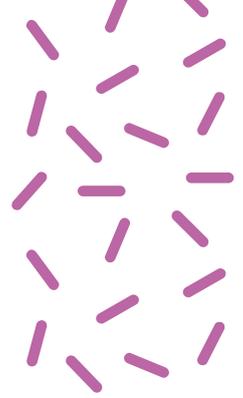


Good to know

Top three video-conferencing applications that use the least energy :



Source : **Greenspector**



“Chill” in complete sobriety

Browse more cleanly on the internet

Even during your free time, it is important to undertake a few good habits to limit your digital impact when you are surfing the web :

- Create favourites for sites you visit regularly.
- If not, type the address directly into the search bar or use keywords.
- Close tabs that you are no longer consulting.
- Deactivate widgets that are not useful to you, such as weather.
- Regularly delete your history, your cookies and downloads.



Did you know?

Residents of western countries watch films and videos on the internet for up to 14h per week.

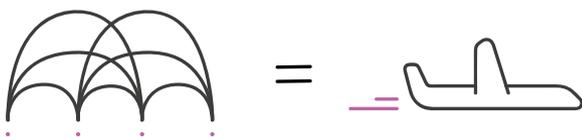


Source : **ADEME**



Did you know?

Using the internet represents more than 3% of global greenhouse gas emissions, which is more than the air traffic throughout the world.



Source : **energuide**

Optimise your audio-visual consumption

Video represents 60% of traffic on the internet⁵. Here is some advice to limit its impact :

- Whether you are on Netflix or YouTube, deactivate automatic playback of videos in the feed.
- Choose a resolution more suitable for your screen : 720p/1080p on a laptop and 240p/360p on a smartphone.
- Prefer downloading videos to streaming.
- For listening to music, you don't need a clip : so prefer streaming platforms or even download your preferred tracks.

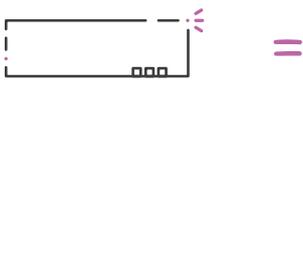
Put an end to over-connection

- 4G consumes three times more energy than WiFi⁵, so choose the latter. Shut down the internet router when you don't need it (at night, for example).
- Activate "energy-saving mode" on your equipment. It will lower the brightness and will turn off your screen after a certain inactivity time (often ten min).
- Make sure to turn off your equipment when you are no longer using it. They consume energy, even in standby mode. Ensure that you don't leave them connected when this is not necessary.
- The same is true when you play video games : save your game then turn off the console.



Did you know?

An internet router consumes between 150 and 300 kWh per year. That's more than a fridge. That is why it's important to disconnect it when you don't need the internet (at night, for example).



Source : **ADEME**

Moderate your usage of social networks

Take a break! So, you launch a TikTok to exchange ideas or watch a video, then two, then three, and you finish by completely losing track of time. It is the same thing with Instagram reels or even our X (Twitter) timeline, which is forever updating to draw our attention to it alone.

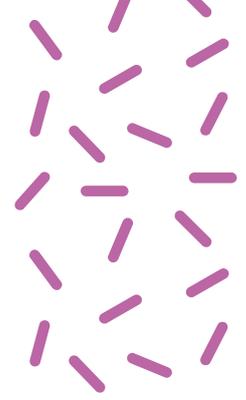
The best way of reducing the environmental impact of social networks is quite simply to reduce the time you spend on them. Furthermore, to reduce your digital impact, do not scroll endlessly, you will gain free time by doing something more relaxing like reading a book or having a coffee with colleagues or friends.



Did you know?

On average and throughout the world, we spend almost 2½ hours of our days on various social networks!

Source : **We are social & Hootsuite**

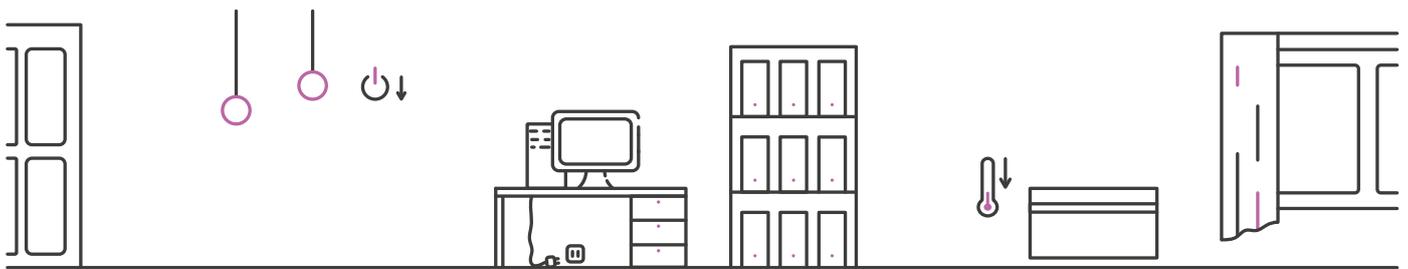


5. WITH ENERGY, THE SAVINGS AREN'T TRIVIAL

It may be difficult to work effectively if you don't see anything, typing on your keyboard when you are trembling like a leaf or even holding a team meeting when your shirt is sticking to your skin. You will have understood that without lighting, heating or even air conditioning, working conditions are not optimal.

In the office as at home, we can find it difficult to keep track of our daily energy consumption. On the other hand, it is completely possible to reduce it by adopting certain ecological habits.

But what kind of ecological habits? We will share with you, in good practices no. 16 and 17, very simple ecological habits to be put into practice in your daily working life (and even personal life).



SUMMARY OF GOOD PRACTICES

GLOSSARY

Digital consumption

Energy consumption associated with digital usages.

Ecological habits

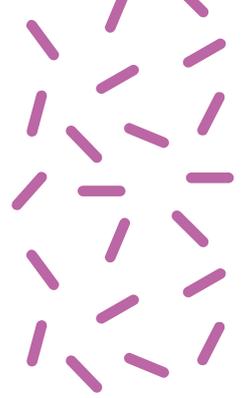
Mannerisms or small actions that are easy to do and to integrate into your daily life, to reduce your environmental impact.

Energy consumption

Quantity of energy used in kWh/m²/year.

Energy expenses

Energy needed to operate an organisation under any circumstances.



Adopt ecological habits at the office

Save water

An office employee consumes **up to 30 L of water per day**¹ ! By adopting certain habits, it is possible to reduce this consumption :

- Wash your hands in cold water, to avoid pipes filling up with hot water for a brief moment.
- Turn off the water when you apply soap to your hands and check that all the taps have been properly turned off once you have finished.
- Fit a water saver in toilets to make savings every time you flush.
- If you notice a water leak, no matter how serious, alert the maintenance department immediately.
- For cleaning or scrubbing toilets, stop using highly toxic chemicals. Prefer citric acid, soda crystals or even bicarbonate of soda : better for the environment, health and your pocket!

Save electricity

Almost three-quarters of lighting expenses can be avoided¹¹ by adopting a few habits :

- Put desks next to windows to benefit as much as possible from natural light.
- Turn off lights when they are not needed, and ensure that they are all switched off when you leave the office.
- Electricity is not just used on lighting : ensure that you have turned off your equipment (computers, printers, etc.) properly and disconnect them from electric sockets when leaving, even during the lunch break.



Tips

Here is how to save several litres of water a day :

Step 1 : Take an empty plastic bottle. Fill it with tap water and screw on the plastic top tightly.

Step 2 : Open the toilet flush cistern.

Step 3 : Put the bottle into it, then close the cistern again.



From now on, you will save between one and two litres of water every time you flush.



Did you know?

An employee in front of their computer consumes as much electricity every day as 80 light bulbs switched on. And in terms of greenhouse gas emissions, one day in front of your computer is equivalent to six miles/ nine km driving in a car.

Source : **WWF**

Turn down the heating

Heating represents **half of energy expenses in the office**¹. Here is some advice to heat yourself better :

- It is recommended that you keep the temperature of offices slightly lower than the standard comfort level, being between 17 and 19°C, to reduce energy consumption without compromising the comfort of employees.
- Save the heat during the day, close doors that provide access to unheated spaces such as staircases, and ensure not to open windows when heating is running.
- Ensure that nothing is located in front of the heaters.
- Make sure to turn down the thermostat when you leave the office : it is recommended that you keep a minimum temperature of 14°C. Also close shutters, blinds or curtains to avoid heat losses.



Did you know?

In winter and in mid-season, you are not advised to turn off the heating completely in case of extended absence. In fact, heating air that is too cold causes a considerable overconsumption of energy.

Source : MesDépanneurs.fr

Limit air conditioning

As well as being a source of debate in offices in the summer, air conditioning is **almost as energy-consuming as heating**¹. So save electricity by adopting these habits if there is a heatwave :

- Usage of air conditioning must not be systematic : below 26°C, prefer fans to better withstand the heat (they do not reduce the temperature of the room, but help reduce perspiration).
- Do not exceed more than 4°C discrepancy between the outside and inside to avoid thermal shocks and over-consumption of electricity.
- Open the windows wide when you arrive at the office to allow cool air to enter. Then close them as soon as mid-morning, as well as blinds and curtains, so that the premises do not heat up.
- Turn off air conditioning when you leave the premises.



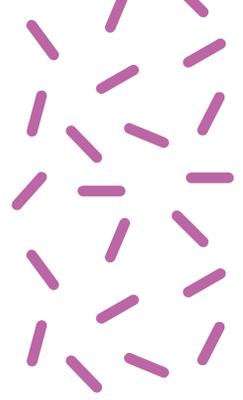
Did you know?

Air conditioners contain refrigerating fluids that emit two times more greenhouse gases than electricity consumption associated with their usage. As a result : the hotter it is, the more we use air conditioners to withstand the heat, and the more we emit greenhouse gases which contribute to global warming. It's a vicious circle!

Source : ADEME



Adopt ecological habits when remote working



Optimise travel

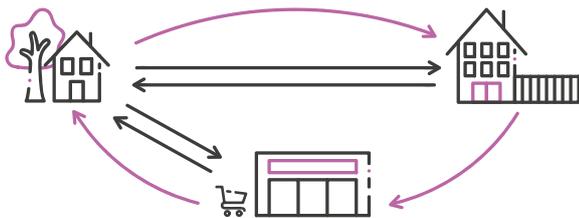
Remote working can be considered as an ecological habit : staying at home to work allows pollution to be less and fuel to be saved. But, it is necessary to remain vigilant, because it could cause more travel by car such as shopping while on a break. Remote working also encourages moving further from your place of work, which increases journey times.

That is why, even when remote working, it is important to pool your travel and find alternatives to the car.



Good to know

Pooling your journeys may allow you to reduce your carbon footprint, saving both fuel and time.



Minimise your digital consumption

The ecological habits that apply to you in the office also have their place at your home:

- For your internet connection, prefer WiFi rather than 4G (even for your telephone).
- Prefer more responsible search engines (such as **Ecosia** or **Lilo**), make the sites that you consult often favourites and make your requests by typing key words directly into the search bar.
- Close internet tabs that you are no longer consulting.
- Control the brightness of your screen for both comfort and energy-saving.



Did you know?

We spend an average of six to seven hours connected to the internet every day!

Source : *DataReportal*

Control your energy consumption

Between heating and supplying energy to digital devices, remote working can cause an increase in energy consumption and associated costs which are not necessarily taken on by the employer. Another reason to adopt ecological habits at home as much as at work :

- In winter and in mid-season : set the heating to 19°C, and put on a jumper or jacket rather than increase the temperature if you are cold.
- In heatwaves : ventilate at night and very early in the morning, and prefer using a fan to an air conditioner.

- Close the windows, shutters and/or curtains to save heat in winter and prevent it from entering in the summer.
- Only turn on the lights if necessary and set up your workspace next to a window to benefit from natural light.



Tips

At least 25% of electrical consumption of computing equipment can be avoided.

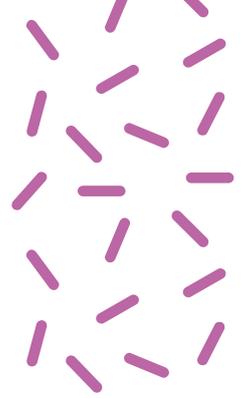
Between computers, screens, printer, consoles, internet router... connected objects have multiplied in our homes. Although they are practical for teleworking* or exchanging ideas, it is important to turn them off when you are no longer using them. It is not enough to put them on standby.

Here is a little tip to help you with the task :

Connect several of these pieces of equipment onto the same adapter. Then, when you leave or go to sleep, you can turn off the latter, or disconnect it, and thus turn off all your equipment in one go. That will save you up to 10% of your electricity.

Source : **ADEME**

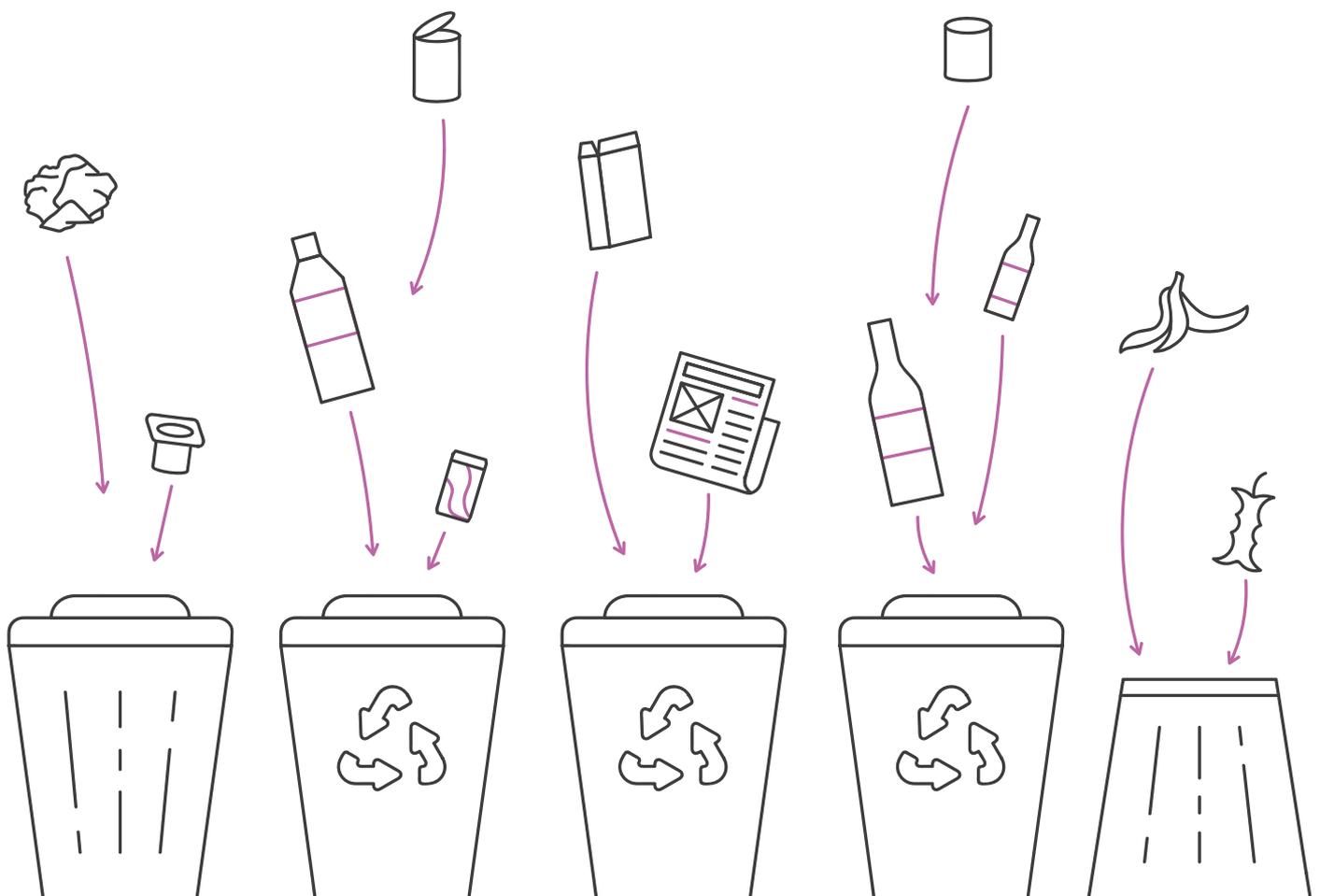
*Remote working



6. GOODBYE WASTE, HELLO RECYCLING!

Nearly six tonnes of waste per resident is processed every year⁶. Knowing that a good third of it is not recovered, in other words, that our planet is not really in its best state, we can reverse the trend by paying attention to what we choose to put on our plates and what we decide to throw away. At home as in the office, we may tend to snack between meals or pick at our food three times a day. But, we can adopt a few habits, by adapting our food to our waste management for the good of the Earth. And also for our own good!

Do you wish to waste your time, or even no longer waste as much? That is fine, as we have prepared for you a complete anti-waste recipe that is easy to digest! So have a nice sit down, fill your faithful bottle or your favourite mug and devour good practice files no. 18 and 19.



 **GLOSSARY****Biodegradable**

Capable of being broken down by micro-organisms.

Bulk (in)

Goods without any packing or packaging.

Compost

Product rich in organic and mineral components, similar to the loam, produced from the decomposition of green waste (vegetable peelings, leaves, grass cuttings, etc.) and brown waste (branches, wood chips, boxes, etc.).

Doggy-bag

They are reusable or recyclable containers that allow restaurant customers to take their leftovers after eating. This practice is widespread in many countries and is even enshrined by law (in France, for example, since 1 July 2021) to combat considerable food waste in the catering sector. The term 'doggy bag' illustrates the idea that leftovers can be taken home to feed the dog, or anyone else.

Local food

Food produced as close as possible to consumers, in the same geographical region.

Lunch box

Container allowing dishes to be transported and reheated if required.

Organic food

Food produced by following the principles of organic agriculture : respecting and protecting the environment, biodiversity, well-being of animals, etc.

Recycling

All the actions allowing the separation or saving of waste according to its category, to reduce its environmental impact.

Seasonal food

Food cultivated and harvested naturally using the seasons and climate of the geographical region where it is produced.

Zero waste

Movement aiming to reduce as much as possible the quantity of waste produced, its toxicity and wastage of resources.



Start to be zero waste



Understand the significance of zero waste in a working context

Each employee produces up to **140 kgs of waste every year**¹ just in the office! And if we start to be zero waste to combat against this wastefulness? This is an approach which aims to reduce as much as possible the production of waste on a daily basis, by limiting consumption of disposable products and by adopting practices for more sustainable consumption. The benefits of adopting it in a working context are numerous :

- Reinforces the social and environmental responsibility of the organisation by reducing its environmental impact.
- Makes savings in the long term : investment in reusable products allows costs associated with the regular purchase of disposable products to be avoided (cups, paper towels, etc.).
- Favours collaboration and creation of a community feeling between employees around solutions aiming at collective reduction of waste.

Be equipped to throw away less

Between coffee breaks and dinner breaks, we tend to use numerous disposable cups, cutlery and towels.

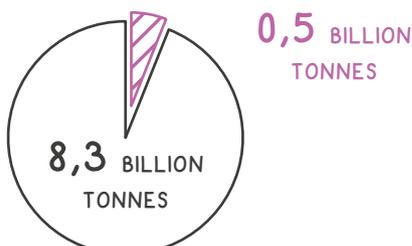
As an organisation :

- Invest in reusable cups, that you can also personalise with your graphic charter (ecologically designed as well! Go to Chapter 4 of this guide to find out more on this subject).
- Provide a sink and washable cutlery for your employees.
- If you have a washing machine available, invest in one for fabric towels, rather than disposable paper towels that you have to buy again and again.
- Invest in water fountains or install water filters on taps to provide a source of drinking water without any chemical products in it and limit the usage of plastic bottles.



Did you know?

Of 8.3 billion tonnes of plastic, only 0.5 is recycled.



Source : AFP



Reusable plastic cup VS disposable cardboard cup : which is the most ecological?

We tend to want to avoid disposable things. So, the plastic reusable cup seems to be more ecological, provided that you reuse it! In fact, if disposable cardboard cups are recycled, the plastic eco-cup becomes more significant from 15 uses.

Source : reporterre.net

As an employee, if your organisation does not provide you with what is needed as stated above :

- Bring your personal, refillable bottles (preferably of stainless steel), your whimsical mugs and your lovely fabric towels (and how about embroidering them with your name?).
- Prepare and bring your small dishes to work for you to eat during the lunch break. And do not forget your cutlery!

Rethink meals at the office

For **working lunches at the restaurant** with your customers and your colleagues :

- Find local gems : restaurants which provide dishes cooked on the premises from local, seasonal produce and preferably from organic agriculture. There must be one close to your work, which will avoid you having to make a longer journey!
- During the meal, the keyword is "moderation" : prefer vegetarian or even vegan dishes, and bring the leftovers in a doggy bag!

In the **work canteen**, if there is one :

- Do not hesitate to provide menu ideas so that more responsible dishes are proposed every lunchtime.
- Say no to food waste! Do not serve yourself excessively, and if you have difficulty in finishing your plate, think of offering its contents to your colleagues.

In the **dining area** :

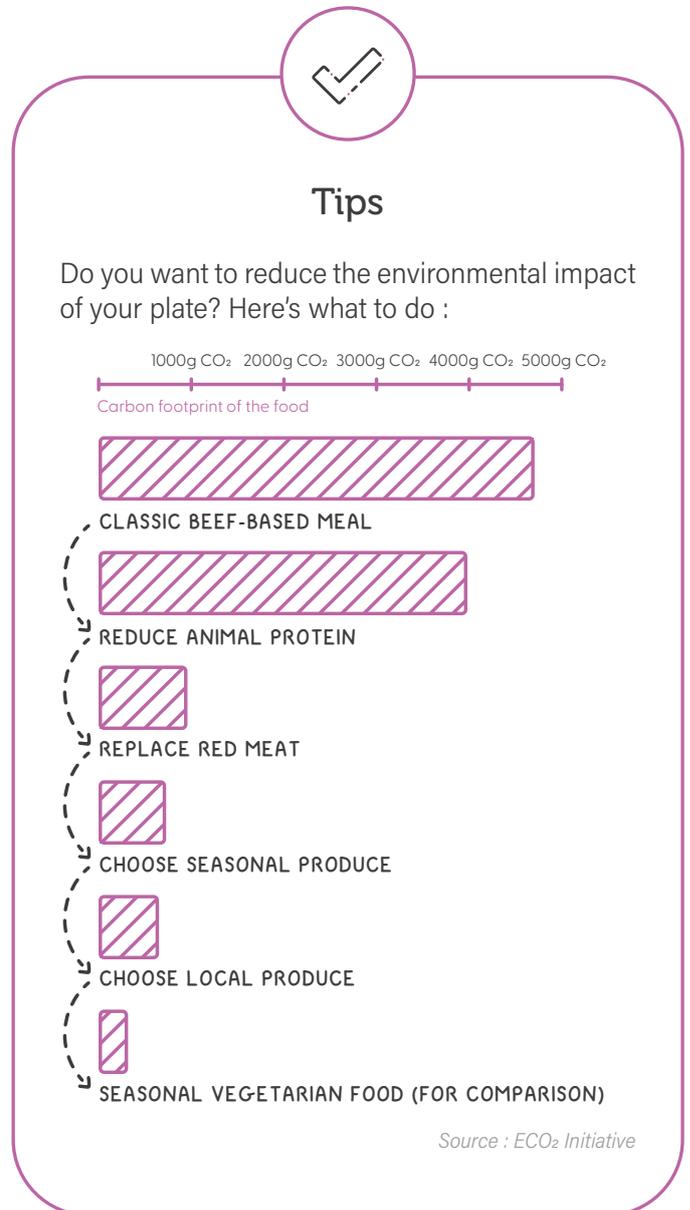
- Think of preparing a lunch box the day before, or bring your left-overs!
- If you take away, think of bringing your own containers (more and more restaurants and delis accept them) and your cutlery to avoid useless waste.

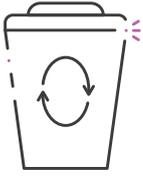
Eat ethically and with a well-balanced diet, even in the office

A few pieces of additional advice for eating better and more responsibly :

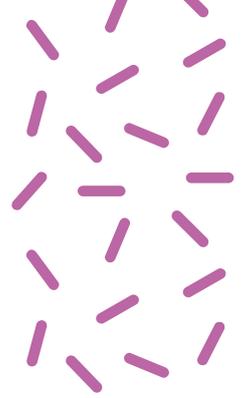
- **Eat locally and seasonally**, to prefer lower food miles and avoid greenhouse growing or imports that pollute.
- **Eat organically**, to encourages growing without chemical products, which is better for the environment and your health!

- **Eat less meat**, to reduce the carbon footprint of your plate. In fact, **the production of meat emits between 7 and 8 billion tonnes of greenhouse gasses⁷**, being slightly more than transport! So if you want to eat meat, prefer local meat from free range sources and moderate your consumption of beef (most polluting meat with **3 billion tonnes of CO₂e⁷**).





Start to recycle



Save before recycling

To manage your waste better, the key is to rethink how you consume : start by refusing and reducing, then reuse and repair, and recycle as a last resort. This is the "5R" rule, a strategy aiming to ask the right questions on waste management to be in a position to act effectively.



The "5R" rule for better waste management

Response 1 : Refuse

Refuse to buy single-use products, those that are over-packaged or which have a negative impact on the environment.

Response 2 : Reduce

Reduce your consumption of material goods, preferring purchases that are indispensable for daily life.

Response 3 : Reuse

Prefer purchasing second hand or hiring, reuse products as many times as possible and repair everything that can be before throwing it away.

Response 4 : Recycle

Sort waste which cannot be used to favour recycling where possible.

Response 5 : Return to earth

Compost all the organic waste in order to reuse it as fertiliser.

Source : Béa Johnson, Zéro déchet, 100 astuces pour alléger sa vie (Zero Waste, 100 Tips to Make Your Life Easier)

Take paper, for example : **every employee consumes the equivalent of 24 reams¹** of paper a year, which is not negligible. So, how do you act?

- 1) **Refuse** to print whatever isn't necessary. So, think about the relevance of the document and its lifetime : if it is more than four pages and you will only read it once or twice, it is better not to print it.
- 2) **Reduce** the impact of your printing by printing double-sided, in black and white, and optimising the layout to fill as much of the sheet as possible.
- 3) **Reuse** sheets which you no longer need and which are already printed on one side to print on the other side if that is necessary.
- 4) And finally : if you have to throw paper away, put it into the bin so it is **recycled!**

Recycle all your waste

Step 1 : Get informed by a public institution on the sorting in force in your local area.

Step 2 : On your premises, install containers such as trays or bins, and dispose of the waste according to the recycling policy adopted in your local area. For example :

- A bin for packaging made of cardboard, paper, metal and plastic;
- A bin for glass (jars, vials, bottles and empty pots);
- A dustbin for residual waste (soiled packaging, non-compostable leftover food, etc.);
- A small bin for compostable food waste (vegetable peelings, egg shells, coffee grounds, etc.);

Step 3 : Empty the contents of your trays into recycling or waste bins provided by your local authority so that your waste is properly processed (recycled or incinerated).

Step 4 : Leave at the shop, recycling association or centre, waste requiring specific management (batteries, bulbs, clothing, medication, plastic stoppers, etc.)



Did you know?

More than 75% of the content of our dustbins is made of up waste which shouldn't be there and can be recovered if it is better sorted for recycling.

- 35%** Paper and packaging
→ to be put in recycling bins
- 27%** Organic waste
→ to,be put in the compost or in the organic bin
- 19%** Unclassifiable waste (fine elements, other waste outside dedicated pathways)
→ not able to be recovered
- 14%** Sanitary textiles (nappies, handkerchiefs, wet wipes, hygienic towels, etc.)
→ single use and not able to be recovered
- 5%** Waste having dedicated pathways (medication, batteries, bulbs, clothing, etc.)
→ to be brought to recycling centres dedicated to these pathways (textile containers, shops, pharmacies, etc.)

Source : ADEME

Communicate to recycle collectively

Step 1 : Equip the premises with containers, put in place collection and recycling systems that are well respect ed by everyone, including employees and cleaning staff.

Step 2 : Provide clear information by setting up information panels and posters to make the sorting of waste for recycling easier to understand, as well as coloured symbols on each bin to removing them of the recycling instructions.

Step 3 : Organise workshops and training by applying to local, specialist associations on the subject of making teams aware of the need for reducing and recycling waste.

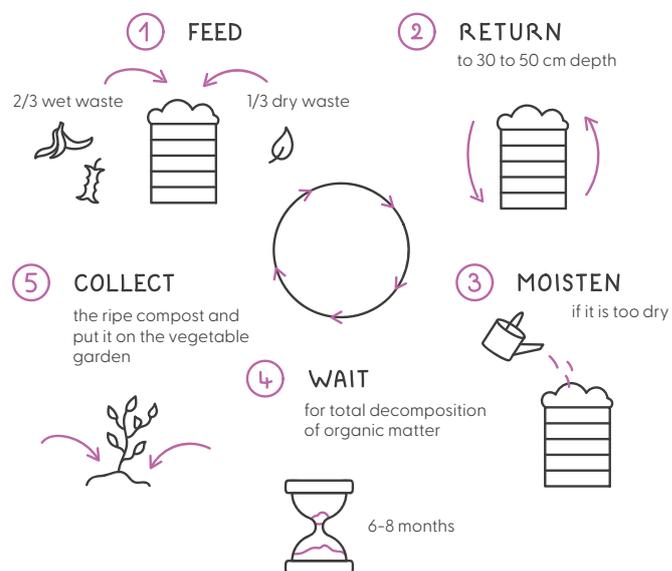
Step 4 : Involve employees in an educational way by organising small challenges and competitions on the topic of recycling to motivate teams and make the subject more attractive.

Step 5 : Congratulate good practice by rewarding employees who apply it daily.

Recovering food waste

To recover your food waste, which is biodegradable, you have several options :

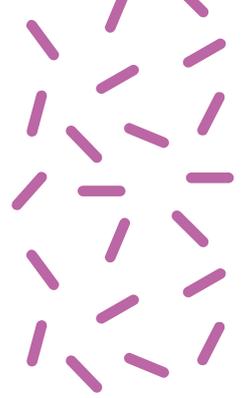
- **Collection of food waste** : certain local areas provide specific bins for food waste to collect it and recover it in the form of fertiliser or biogas. Get informed about your public institution.
- **Composting** : put your food waste outside in a tray placed on the soil so that it is accessible for worms, insects and micro-organisms. Your waste will be transformed by this little world into compost, that you will be able to use it on the garden to fertilise your soil. Donate it if you can't make use of it : the gardeners in your area will be able to thank you with nice baskets of vegetables!
- **Vermicomposting** : this is an indoor composting solution which allows the decomposition of kitchen waste using small dung-worms. Their activity frees the water loaded into the fertilising elements which will particularly be appreciated by your indoor plants. This needs a bit of attention, so designate one or more managers to this.



A good compost in 5 easy steps



Want to go further?



ADDITIONAL RESOURCES

1) Useful tools



BlueJeans

Verizon's secure online meeting platform.



Microsoft Teams

Microsoft's secure online meeting platform.



Carbo

Application of carbon footprint measurement.



Newmanity

Committed messaging for citizens and the environment.



Cleanfox

Clean your mailbox.



NordLocker

Secure file safe.



CryptPad

Encrypted and secure collaborative suite.



Treebal

Ethical and ecologically-responsible instant messaging.



DuckDuckGo

DuckDuckGo

Search engine that protects your private data.



Tutanota

Tutanota

Very secure messaging without advertising.



FileVert

Virtuous and responsible file transfer.



YouCare

Ecologically-responsible search engine.



Lilo

Committed and sustainable search engine.



Zoho Meeting

ZSphere secure online meeting platform.



Mailo pour Lilo

Messaging that respects the environment and your privacy.

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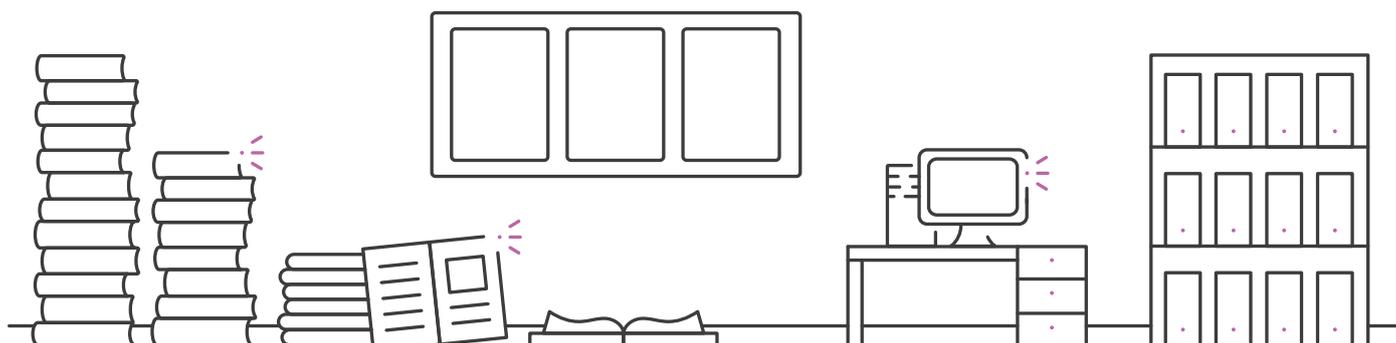
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✓ THE CHECKLIST FOR YOUR SUSTAINABLE PROGRESS!

Tick the boxes when you plan to implement these accountability levers in your practices. For unticked boxes, go to the associated good practice sheet to get lots of tips!

The key points of an EX-EM-PLARY CSR strategy

Good practice no. 1 : Avoid the trap of greenwashing

Good practice no. 2 : Instil gender equality

Good practice no. 3 : Promote cultural diversity

Good practice no. 4 : Favour accessibility

Good practice no. 5 : Make CSR a collective priority

Good practice no. 14 : Turn to alternative tools

Good practice no. 15 : "Chill" in complete sobriety

With energy, there are no small savings!

Good practice no. 16 : Adopt ecological habits at the office

Good practice no. 17 : Adopt ecological habits when remote working

Decarbonisation in four steps

Good practice no. 6 : Compile your carbon balance sheet

Good practice no. 7 : Draw up an action plan

Good practice no. 8 : Evaluate and monitor the approach

Good practice no. 9 : Communicate to inspire

Goodbye waste, hello recycling!

Good practice no. 18 : Start to be zero waste

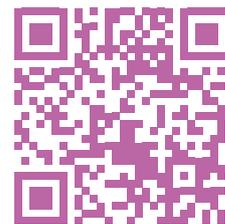
Good practice no. 19 : Start to recycle

Three miles (five km) by car... that wastes the planet!

Good practice no. 10 : Choose green and shared mobility

Good practice no. 11 : Motivate teams as an organisation

Visit our website to go further!



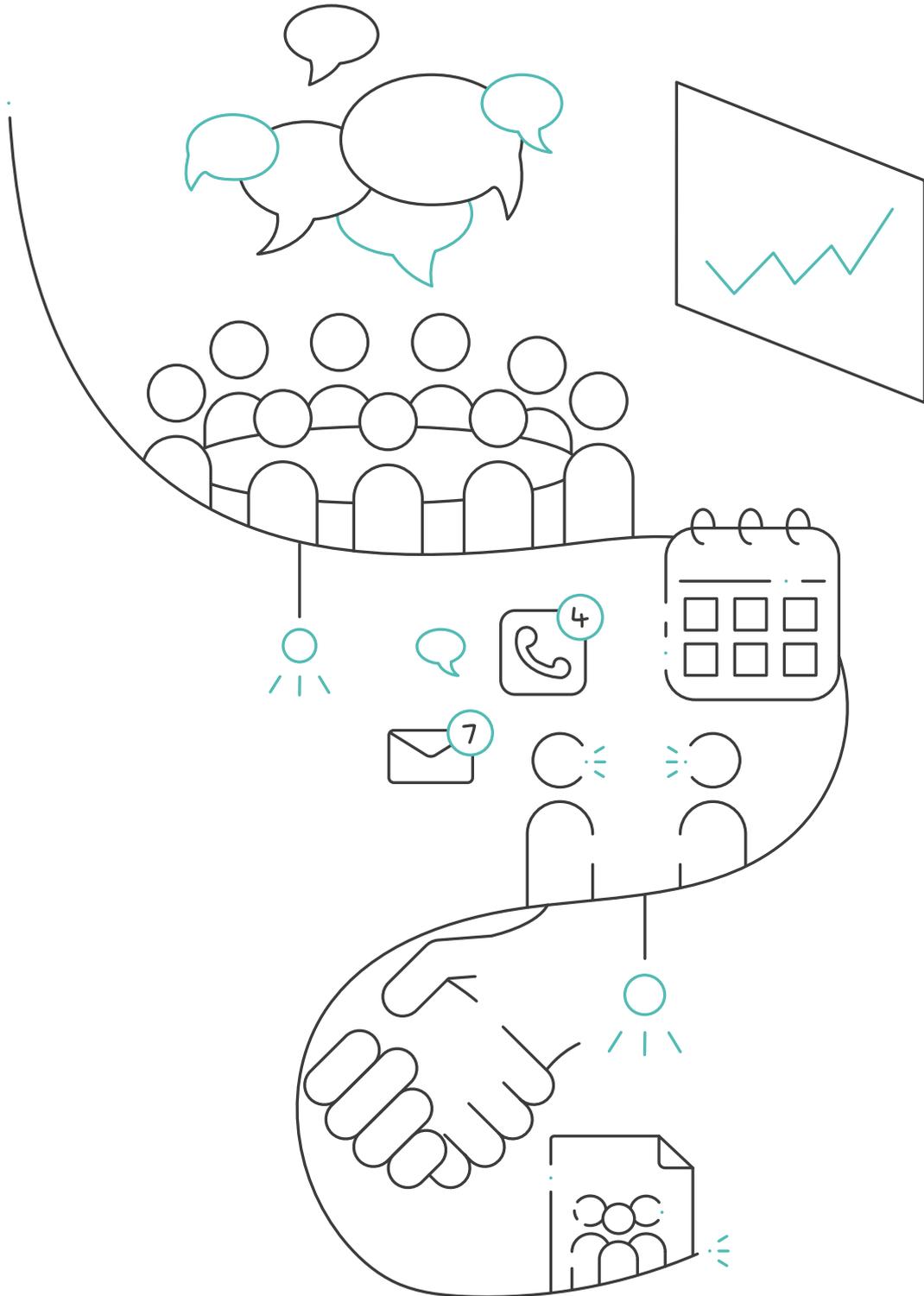
Teaming up with digital technology in an ethical way

Good practice no. 12 : Give your equipment a long life

Good practice no. 13 : Communicate by limiting impact

2

Dialogue and engagement with external stakeholders





Chapter Contents



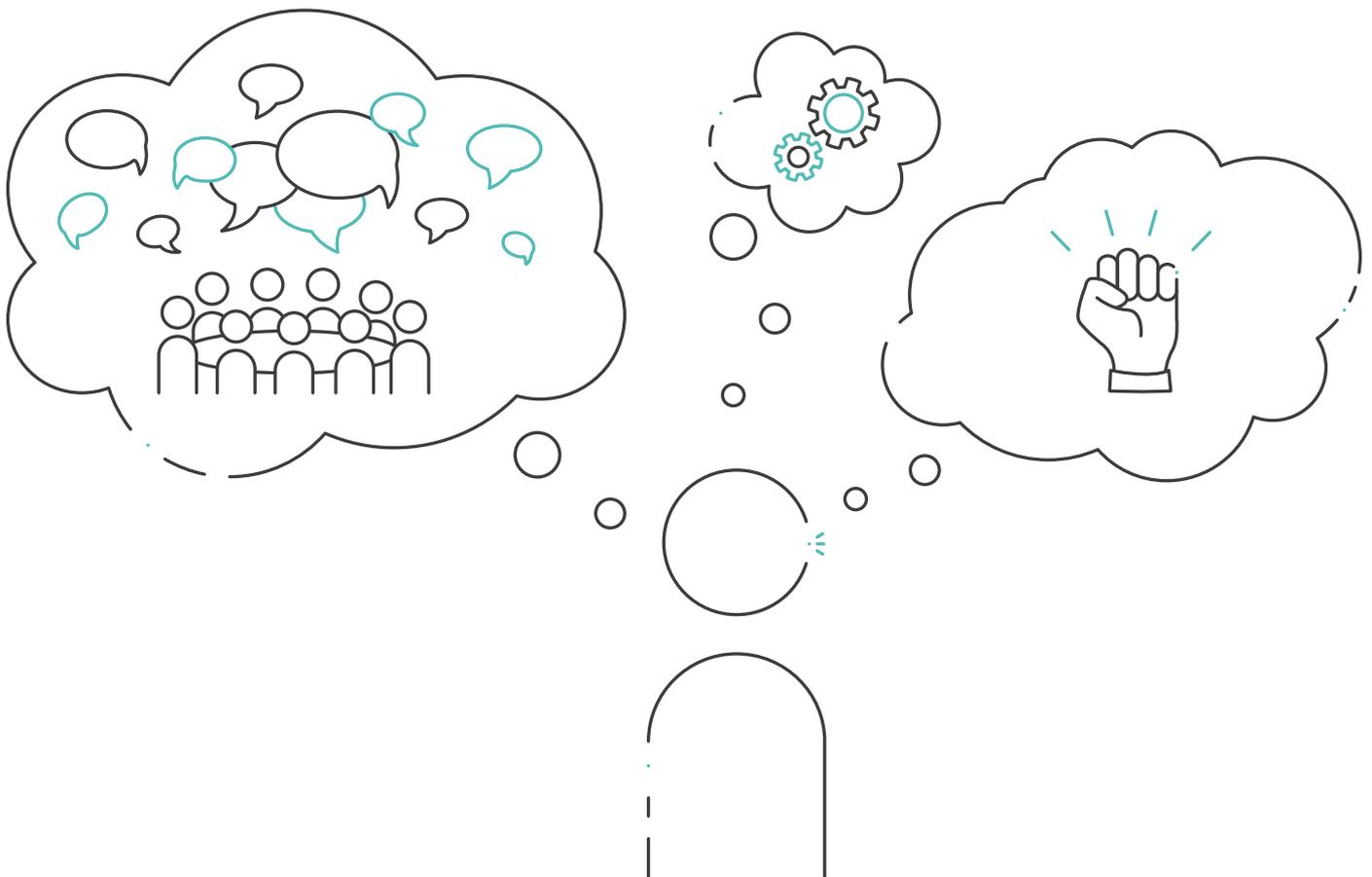


Developing a relationship with oneself to better connect with others



Whatever the channels or tools used, communication fundamentally remains an equation to be solved between a sender and a receiver! Before expressing and listening to each other, it is better to agree on the framework and methods before taking action. This is why we use the "Inner Development Goals" as a reference

to clarify the relationship with yourself before interacting with another. Beyond the mental concepts, are the emotional and sensory dimensions not the sources of good communication? In the following pages, we lean towards the different approaches to create a sincere and sustainable communication, without neglecting to explain the keys to adequate governance.



COMMUNICATION FUNDAMENTALLY REMAINS AN EQUATION TO BE SOLVED BETWEEN A SENDER AND A RECEIVER.



How to establish dialogue and create engagement with external stakeholders?



1. IDG COMPETENCIES FOR ADDRESSING SOCIETAL ISSUES

In 2015, the United Nations launched the 17 Sustainable Development Goals (SDGs), linked to 169 outcome indicators. The SDGs set a common frame of reference for all nations, with the ambition of eradicating poverty, protecting the planet and guaranteeing prosperity for all by 2030. It was identified that, the goals were not being translated into reality : the main finding was that human behaviour is a limiting factor. More than 2000 researchers have come together to tackle this problem : the Inner Development Goals (IDGs) invite everyone to work together to improve the way they interact with others and support the implementation of the 17 SDGs.

Launched in 2022, the Inner Development Goals were divided into five distinct areas : Being, Thinking, Interacting, Collaborating, Acting. The observation is that each of us is most often disconnected from ourselves, locked into our minds and unable to harness all of our inner resources. The first invitation is therefore to deepen our relationship with ourselves, before awakening our cognitive capacities, in order to better care for others and the world. Modelled by the IDGs, these prerequisites are essential to collaborate and act in a conscious and effective way.

SUMMARY OF GOOD PRACTICES

GLOSSARY

Inner Development Goals

International frame of reference, composed of five areas (Being, Thinking, Interacting, Collaborating, Acting) and 23 skills, the Inner Development Goals structure the issues of inner transformation, useful for making the Sustainable Development Goals a reality - <https://www.innerdevelopmentgoals.org>.



Discover the Inner Development Goals



Being - our relationship with ourselves

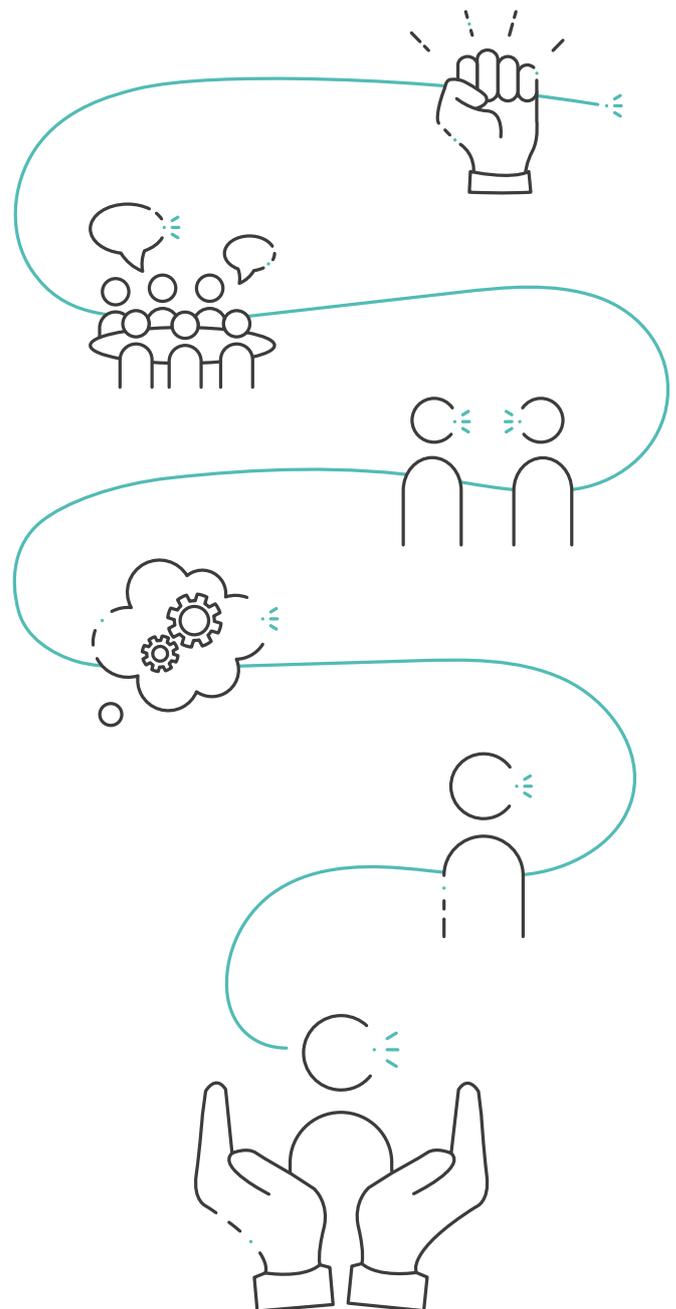
Faced with complex issues relating to sustainable communication, how does our inner compass work? From the moment when we are invested in values, in order to respond to all of them, it is necessary to be present within yourself, with integrity and authenticity. To be part of this approach is to accept our emotional and sensory dimensions with humility and curiosity. The first IDG axis is an opposite point of view to the dominant practices and yet so fundamental to change the model!

Thinking - cognitive abilities

Beyond over-communication and infobesity (also known as information overload), sharpening your cognitive abilities restores critical thinking by being open to different opinions. No longer simplifying and accepting complex and systematic is also the best way to restore the full range of perspectives. The second IDG axis thus invites us to give meaning to our common history in a long-term vision. Restoring the reality of an interconnected world reinforces sensible decision making.

Interacting - taking care of others and the world

At the heart of a sustainable approach, the IDGs invite us to grow and develop our ability to interact with others - each recipient of communication, whether it be our professional partners, future generations or the biosphere. The IDGs stand for 'connectivity' in an awareness of belonging in a larger system (community, humanity, cosmos). The values involved are respect, empathy, humility as well as kindness, gratitude and joy.

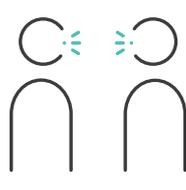


Collaborating - social skills

Communication is at the heart of the fourth IDG axis, as it is essential to maintain a dialogue with your counterpart. A sustainable approach encourages profound listening and assertiveness for a constructive result. Similarly, creating an environment of psychological security in order to stimulate co-creation between stakeholders in an inclusive way. It is in these foundations of a relationship based on trust that will strengthen our abilities to work together to achieve common goals.

Acting - Being the motor for change

Going through uncertain times without faltering requires courage, optimism and perseverance to come together. Appropriate communication will involve more than just creativity! It will be the courage to challenge existing opinions and defend values, and an optimistic attitude to keep hope alive for significant change, the ability to stay determined and engaged with perseverance, when efforts are slow to bear fruits. In short : acting with conviction is the catalyst for change.



BEING	THINKING	INTERACTING	COLLABORATING	ACTING
<p>Our relationship with ourselves</p> <ul style="list-style-type: none"> Inner compass Integrity and authenticity Openness and willingness to learn Conscience of oneself 	<p>Cognitive abilities</p> <ul style="list-style-type: none"> Critical thinking Awareness of complexity Perspective-taking skills Making sense Orientation and long term vision 	<p>Taking care of others and the world</p> <ul style="list-style-type: none"> Respect Connectivity Humility Empathy and compassion 	<p>Social skills</p> <ul style="list-style-type: none"> Communication skills Co-creation skills Inclusive mentality and skills Confidence Ability to work together. 	<p>Being the motor for change</p> <ul style="list-style-type: none"> Courage Creativity Optimism Perseverance

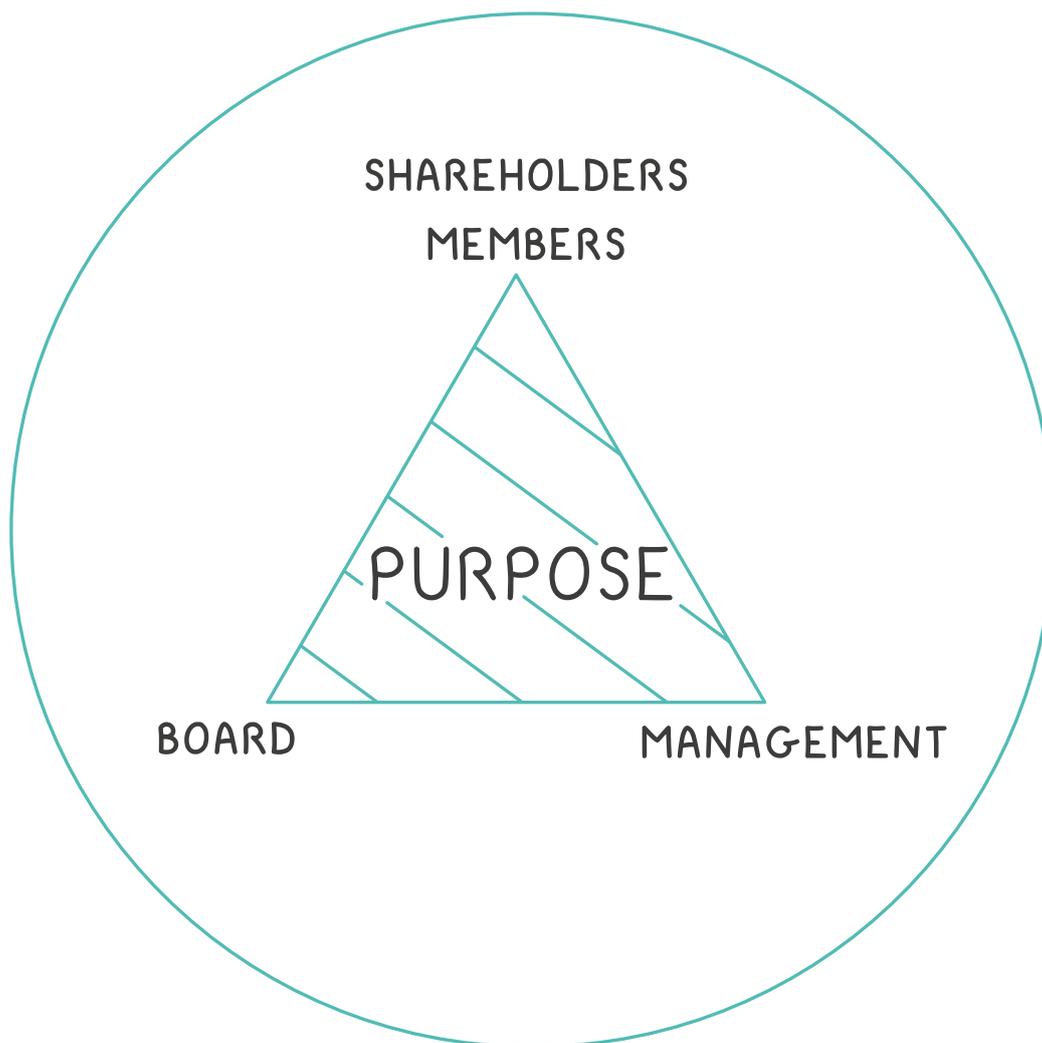
Source : <https://www.innerdevelopmentgoals.org/resources>



2. GOVERNANCE ON SOCIAL, ECOLOGICAL AND BUSINESS ISSUES

The complexity of social, environmental, and economic balance has sharpened methods of collaboration in collective intelligence within organisations. While the pyramidal model of traditional management implies direct and vertical decision making, collective collaboration models require multiple horizontal decisions. This means that good governance is essential for the effective functioning of governing bodies and at all levels of the organisation. Governance questions leadership, participation and engagement.

While governance is most often associated with the public sector, it is increasingly being modelled in the private sector - both companies and associations. Firstly, it consists of identifying the centres of responsibility and decision makers of an organisation : secondly, interactions between decision makers are mapped out in order to make the system as efficient as possible without weakening any of the decision makers.



GLOSSARY

Cross-functional management model

Is carried out without any direct hierarchical authority. In this configuration, the manager is in charge of a team composed of people with varying functional expertise with a common objective.

ESG

(Environmental/Social/Governance criteria). A business cannot develop without respecting the Environment, treating its human capital with respect (Social) and it manages its organisation in a healthy way (Governance). This strategy is supported by non-financial reporting, which in turn takes the form of a 'sustainability report.'

Holacracy

A form of constitutional management based on the formal implementation of decision-making methods and distribution of responsibilities shared by all in an organisation.

Pyramidal organisation model

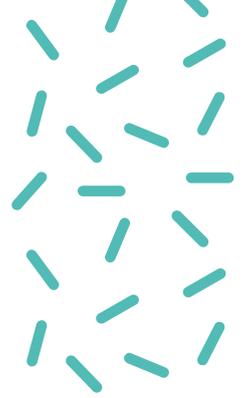
There is a strong hierarchy. The levels of power are distributed between the leader, managers and operators. The importance of decision and actions is top-down.

Sociocracy

Mode of shared governance which allows an organisation to function effectively in a self-organised way characterised by distributed decision making throughout the structure.



Redefine leadership

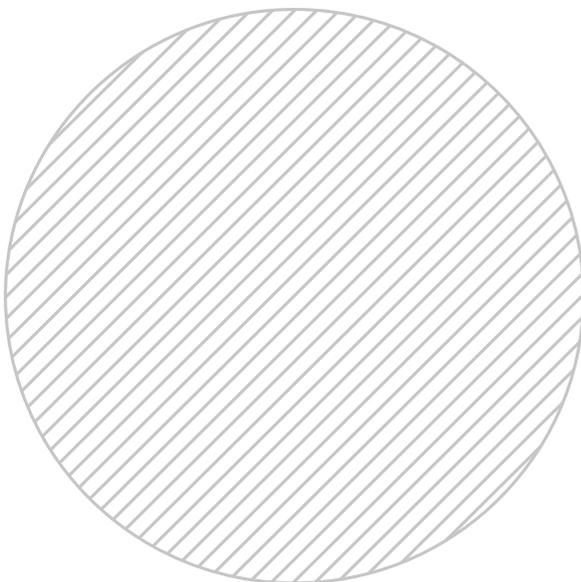


Maintaining a good balance between leadership and participation

Yesterday's leader was often dominant, self-centred and charismatic. Today, the leader is a man or a woman, open and kind, attentive to the people around them, and at the same time capable of listening and giving back in an inspiring way. Although more and more organisations are adopting ways of cross-functional collaboration, the leader has the capacity to make decisions at any given moment. Between horizontally and vertically, the leader opens themselves up to active participation with their employees to influence the decisions that they will take.

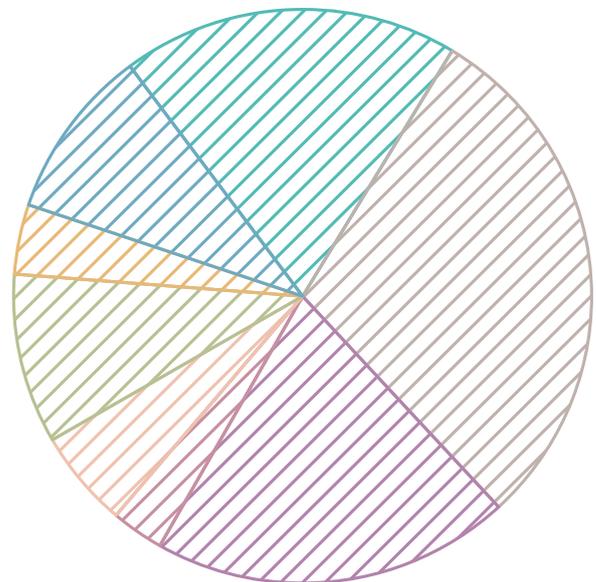
The term "participation" is most often associated with sharing the profit generated by a company. In the context of dialogue between stakeholders, it refers to the involvement in the process of guiding the strategy and organisation of the structure. Depending on the scope of governance beforehand, participation offers the employee the opportunity to give their opinion, vote or decision. The methods of participative management is called sociocracy, holacracy or agile management.

What people **think** leadership is :



 Telling people what to do

What leadership **really** is :



-  Integrity
-  Praise your team
-  Cast a vision
-  Self-awareness
-  Use of influence
-  Listen first and speak last
-  Use of power
-  Empathy



Estimate the persons concerned

Evaluating on a long-term basis (panels, juries and assemblies)

In order to make a project effective, it is essential to involve the people directly impacted. These 'stakeholders' are invited by the organisation to meet regularly; to discuss, offer their opinions and make decisions on the basis of objective information that has been submitted to them. This is why the organisation goes beyond the concept of simple consultative bodies because it makes a commitment to taking into account the opinions and/or decisions requested ahead of time. This will be clearly stated in the governance. Within this framework, for example, the intergenerational conversation between young and old people can stimulate and enrich the decisions by bringing fresh perspectives to the process...

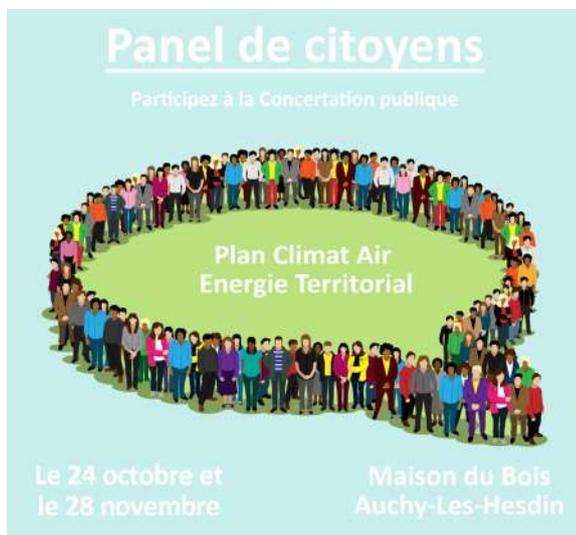
Building commercial equity

Good governance also involves taking care of business relations. A communications agency will therefore ensure a respectful relationship with its client by, for example, avoiding last minute call for bids, banning telephone marketing, digital marketing and street marketing and cultivating a partnership of values, away from greenwashing. Once established, a partnership that has been built with the planet and the living as first priority, cannot and should not, be compromised.



Good to know

All over Europe, citizens' panels are creating the foundations of a new democratic dynamic.



Source : *PETR Ternois 7 vallées*



Attention

From the moment where the agency and the client engage in favour of the planet and the living, we cannot compromise with commercial equity.

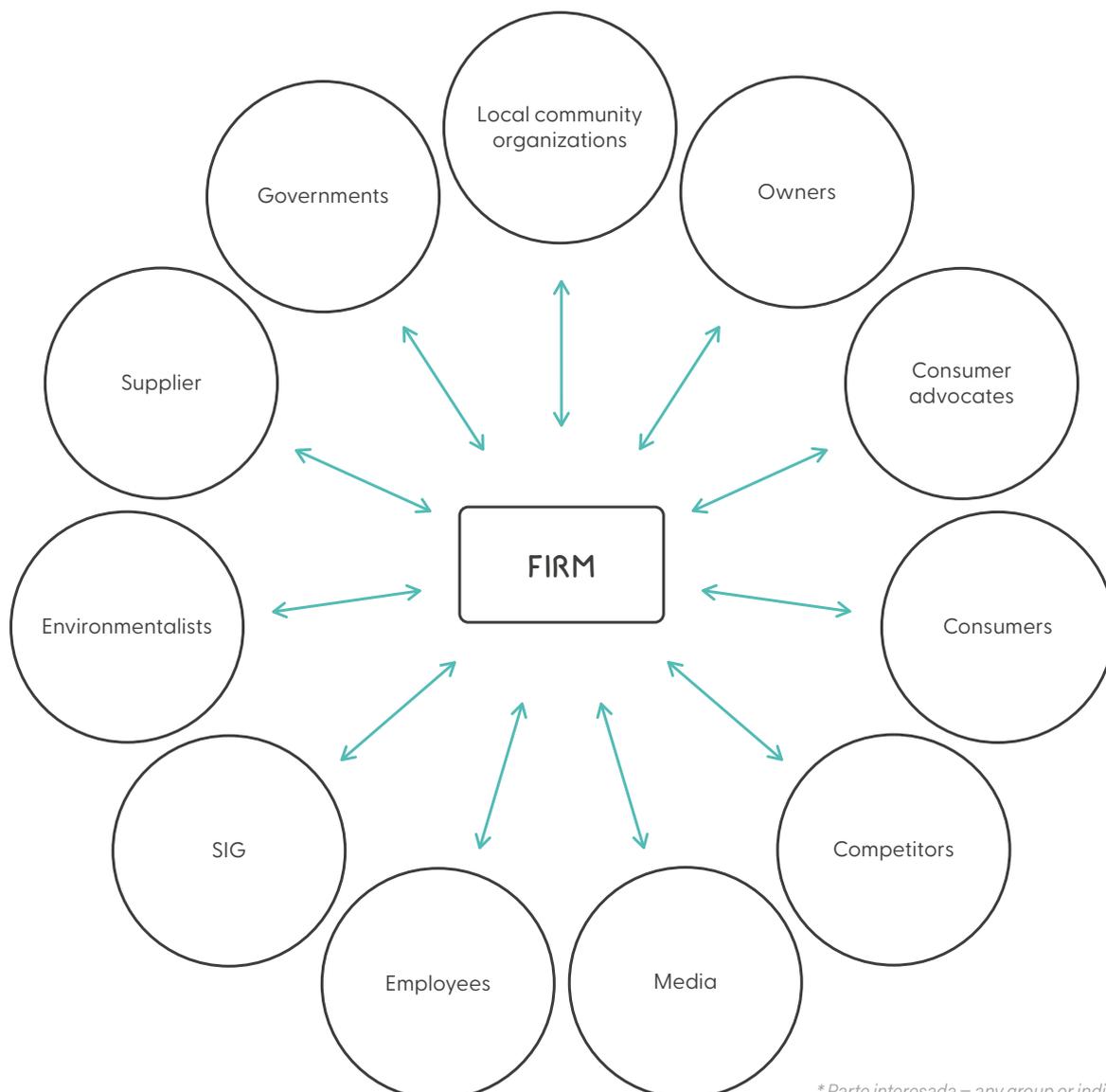


3. ENGAGING COMMUNITIES IN COMMUNICATION STRATEGY AND PLANNING

Communicating with a clear objective will help generate more inclusive engagement and more impactful collective action. This is started by a process where everyone's voice is represented. The communicators will identify and involve the stakeholders, particularly the least heard groups in order to understand and treat the underlying problems that need to be solved collectively.

The best communication campaigns are not delivered by a few high-minded thinkers to a sleeping audience, but are co-created, interactive, dynamic and, above all, involve the people who they're looking to reach out to.

Stakeholder View of Firm



**Parte interesada = any group or individual who can affect or is affected by the achievement of the firm's objectives. The group listed here are examples of categories of stakeholders.
Source : Bron, Freeman, 1984, p. 25*

GLOSSARY

Guerilla marketing

A communication strategy concept designed for small businesses to promote their products or services in an unconventional way on a low budget.

Infobesity

Contraction of the terms 'information' and 'obesity'. It refers to the overload of information that everyone is exposed to, particularly in digital media.

Roadshow

At its beginning, a "roadshow" was organised by analysts to communicate the financial results to the shareholders grouped by region. Today, the term is used in a generic way for events-based marketing activities or stakeholder consultation events at multiple locations or over series of dates.

Stakeholders

The employees of a company, its subsidiaries and other individuals, groups and communities or entities whose rights or interests are or can be affected by the products, services and services of the company, its subsidiaries and commercial relations.



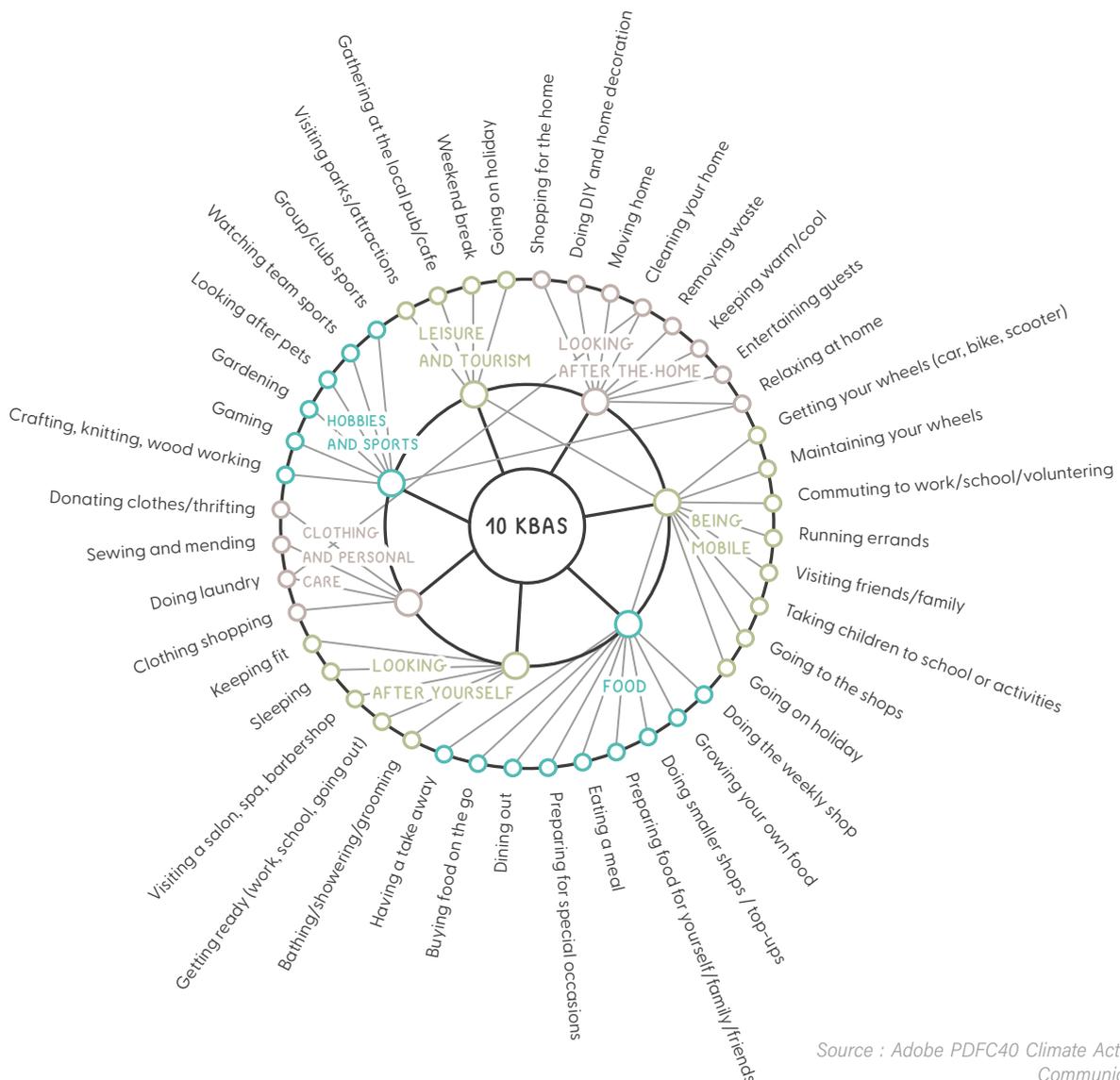
Mapping and analysing the stakeholders



It is helpful to split the audience into specific sub-groups according to criteria such as age, income, level of education, ethnicity or sex. Dividing your audience into smaller groups can have positive effects at several levels :

- **Messages** : you can explain your global message in more targeted messages for relevant stakeholders.
- **Obstacles** : the reluctances for change vary between audiences audience grouping can help you be more precise.

- **Channels** : reaching out to your audience by different channels (e.g. Big public media, social network, events, etc.) is easier when you have split it.
- **Action** : adapting a 'call to action' according to the groups will optimise the effectiveness of your campaigns.
- **Accessibility** : both in production and in the channels used, take accessibility into account, for example, using audio or Braille for visually impaired people.



Source : Adobe PDFC40 Climate Action Planning Communications, p.168



Collaborating with local communities



Involving the public in a campaign can greatly improve your success. By encouraging their participation, a campaign can generate a lot of interest, create a sense of belonging and increase its impact. Some of the people involved want to tell their network about it, right? By creating opportunities to get involved, such as challenges, events

or volunteering opportunities, a campaign can generate enthusiasm. Additionally, the people involved are going to provide valuable information that will allow you to refine messages and tactics to better resonate with the target audience and increase the relevance of your campaign.



Ten tips for a successful campaign

1- Give a voice to people

Campaigns are centred around people! Think about how you can create a campaign team, a 'roadshow' or a series of events that give the campaign a human dimension.

2- Unite people

What can you do to bring the audience to your campaign? Think about incentives in terms of feedback, priority for joining the community, participating in a petition that will make an impact, etc.

3- Visualise your message

It's true - images work! Think of a graphic, an icon or a photographic image that will sum up your campaign.

4- Make it interactive

Ask your audience to share their point of view and to interact with your campaign.

5- Personal stories

Use testimonies or stories that resonate with daily life to add density and depth.

6- Tell the truth

It's about new facts or new proofs, make it the centre of your message.

7- Add humour

Even the most serious problems can be approached with humour. What will make your audience smile?

8- Offer something nice

Is there an artistic installation or a public exposition that could inspire action?

9- Base yourself on facts

Do you have important figures or remarkable facts that you can use to intrigue your audiences?

10- Choose 'guerrilla tactics'

Get people to react using 'guerrilla marketing' tactics, such as graffiti, environmental types of visuals or pop-ups, whilst taking care to respect public space!



Co-designing a sustainable communication



Co-designing your sustainable communication with your stakeholders and communities is an essential process to increase confidence and credibility from the public. To do it effectively, it's important to approach the process with transparency, respect and willingness to listen to your recipients.

Once you have identified your stakeholders, establish a clear and open dialogue with them. This can be done through focus groups, surveys, public meetings or other forms of engagement. During these interactions, actively listen to their worries and needs and incorporate their comments. Make sure that your message is culturally sensitive and inclusive. Take into account the diversity of your audience and do not use language that could be offensive or exclusive.

Finally, it is essential to be transparent. This involves being clear about the objectives, values and actions of your organisation. Also be ready to admit your mistakes and make adjustments based on feedback.

Co-construction - the six essential tips

Here is a summary of the focus points in order to create a more inclusive communication strategy or campaign.

1- Take your time!

From the moment when you decide to bring the stakeholders together with the co-design of a project, it is necessary to review your relationship throughout the times. Transparency, inclusion and integrity cannot be rushed! The consultation process will be carried out as soon as possible to involve everyone in the decision-making process and to avoid any done deal.

2- Always be transparent

Transparency is essential. That should be the case throughout your process. From the start, clearly communicate the objectives of the campaign, and explain the reasons for it! The people you are speaking to will need in the communication a reflection of what they have expressed.

3- Unite your audience as actors of change

Start by mapping out your audiences with the objective of consulting all the people involved. Your audiences embody cultural diversity, knowledge and innovation, all of which are crucial to ensuring the profound changes promoted by a communication programme.

4- Multi-criteria channels

Use a variety of channels to communicate through your different audiences; they live different realities and have multiple needs according to their geographic location, language, age, sex, race and income you need to take into account.

5- Engagement is a process, not an outcome

Engagement shouldn't be considered as an end in itself, but as part of a larger interpersonal process and co-development practices. Take advantage of previous engagements and improve the relationship with your audience over time. Continue to listen!

6- Co-design the process

Working with a community of people can be challenging, you have to build and earn trust. Encouraging their active participation, by co-designing, can strengthen their abilities, improve everyone's competences and allows a greater ownership.





Want to go further?



ADDITIONAL RESOURCES

1) Inspirational bibliography

ECGI - Association spécialisée dans le dialogue entre académiques, législateurs et pratiquants sur les questions de gouvernance professionnelle. Recovered on March 2023 from : <https://www.ecgi.glo>.

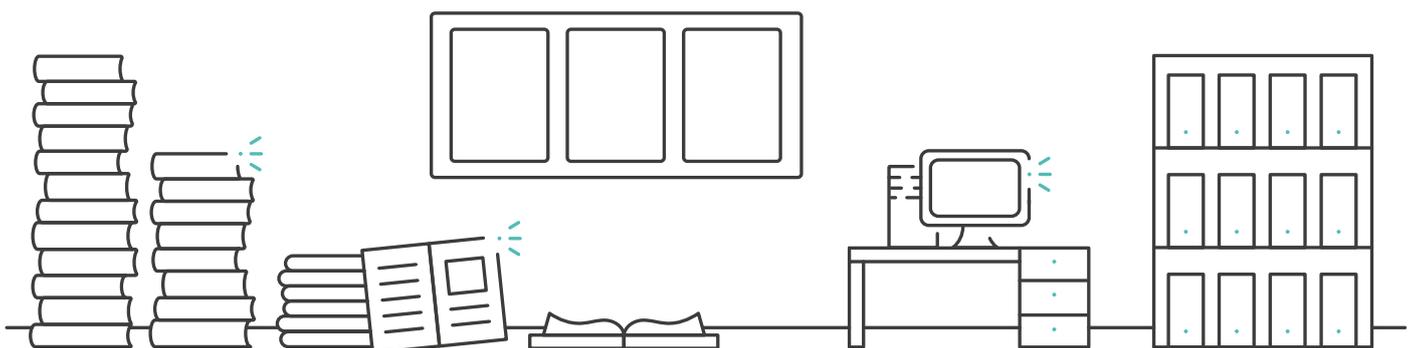
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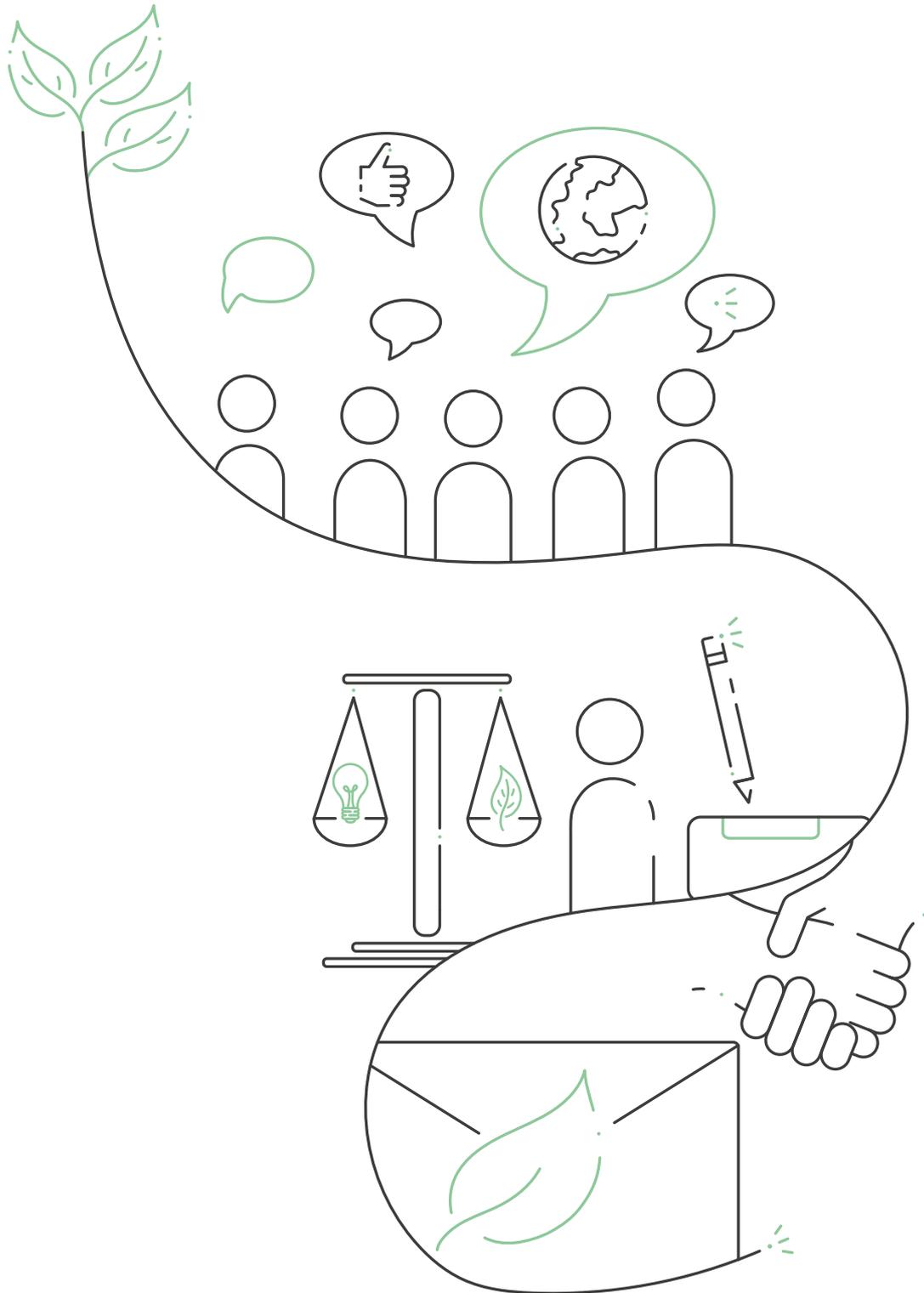
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3

Delivering ethical messages and a responsible narrative





Chapter Contents





Introduction



Change doesn't have to be boring. And good, creative communications don't have to mean selling bad things to otherwise well-intentioned people. A key part of our BeeCom message is that everyday communications can be more responsible and even more importantly, may in fact be key to making the world a better place. Read on and discover more.

Responsible, ethical communications have the potential to reshape society, deliver genuine change against some of the world's most pressing problems, and support wider technological, economic and social transitions to a more just and sustainable future. Simple as that.

At the heart of strong and responsible communications there needs to be clear, effective and ethical messaging, based around a blend of creative approaches that are known to be successful, audience insights around the issues being tackled; and ethical checks and balances to ensure that the message itself is ethical and delivered in a responsible way.

There are three main ways in which communications (by which we mean everything from mainstream media and social media through to advertising campaigns and marketing) can become a vital force for positive change :

- By ensuring that campaigners, NGOs (Non Governmental Organisations) and those working for change communicate more effectively (and ethically) in pursuit of their goals;
- Through the integration of ethical and sustainable messaging and calls to action into everyday marketing and communications - the mainstreaming of sustainability communications;
- By supporting brands and other organisations in building ethical, sustainable communications into their ESG (Environnement Social Gouvernemental) programmes and corporate communications.

Responsible messaging delivering a compelling narrative is a key part of all three of these forms of progressive communications.

“ A KEY PART OF OUR BEECOM MESSAGE IS THAT EVERYDAY COMMUNICATIONS CAN BE MORE RESPONSIBLE. “

In this section of the BeeCom guide to responsible communications we will cover a few key topics including : using a 'Frames and Values' approach to messaging; how to deliver more ethical and responsible messaging; how to tell a great story; dealing with disinformation; and which themes and ideas will connect most strongly with an audience.

From this section, readers will take away a number of approaches to support them in becoming better communications professionals, some tools that support everyday practice, and a number of case studies or examples that bring the ideas being discussed to life.

There are elements in this section on messaging and ethics which will be applicable to both mainstream communications and to campaigners or brands more focused on issues and purpose, while there are also elements which are more specifically geared towards those working on communications around sustainability and social issues.

Whatever your message, and whatever your call to action, delivering it responsibly and well, is the key to better communications.

“ CREATIVE MESSAGING AND RESPONSIBLE COMMUNICATIONS, WHEN USED EFFECTIVELY, CAN BE A POSITIVE FORCE FOR SUSTAINABLE AND EQUITABLE CHANGE. “



How to deliver ethical messages and a responsible narrative



1. ETHICAL COMMUNICATIONS - A SNAPSHOT

Communications with social or environmental purpose at their heart is not a new idea and are practiced today. They have been in currency from the 1970s onwards, pioneered by groups like Keep America Beautiful in the US when the Public Service Announcement first aired in 1971 featuring¹ a native American canoeing up a river bestrewn with litter, telling viewers that "Poople pollution - People can stop it."

Other early pioneers include Howard Gossage and the team at the Firestation² agency in San Francisco, who also had a key part in creating Friends of the Earth.

As the rise of advertising and mainstream media accelerated in the latter twentieth century, there were thinkers and academics pointing out that across many forms of media and communications, the purpose of creative messaging was not solely to sell products or services, but could be used to bring about positive change, inspire

individual and group action, or campaign for issues that matter. One commentator, the sociologist Raymond Williams, went as far as to say that modern communications shaped the reality around us and gave us "the culture we deserve".

And in fact, right at the beginning of the advertising age, Marcel Bleustein founded the French agency Publicis with the stated aim of bringing ethics into an industry that he felt had none. "Advertising is a rotten business," he said, "But one day I will wipe out the shame."

"ADVERTISING IS A ROTTEN BUSINESS, BUT ONE DAY I WILL WIPE OUT THE SHAME."

- Marcel Bleustein

SUMMARY OF GOOD PRACTICES

GLOSSARY

Cut through

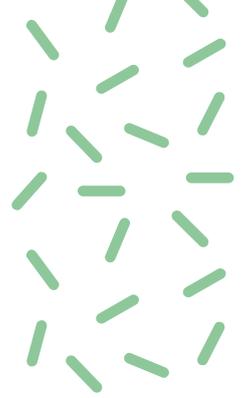
The ability of communications to gain the attention of the reader or viewer in a particularly busy or fast-paced media environment

Infobesity

The syndrome in a modern, media-saturated society of having too many competing messages.



Creating cut through



Making communications with impact

How loud do you need to shout with an ethical message? A common concept in marketing communications is the need to achieve what is sometimes called **cut through**, the ability to gain the attention of the reader or viewer in a particularly busy or fast-paced media environment. This idea is important when applied to responsible communications because alongside click-bait stories about celebrity gossip and pervasive ad campaigns for fast-moving consumer goods, the competition for attention is fierce. In many ways, ethical or sustainability-focused campaigns or messages have to work harder, creatively, because of this competition for 'headspace'.

"PEOPLE NEVER FORGET THINGS, THEY JUST NEVER REMEMBERED IT IN THE FIRST PLACE BECAUSE IT WAS TOO BORING.»

– Richard Saul Wurman

Sometimes described as 'information overload' and touched on in our earlier BeeCom chapter as 'Infobesity', this is the syndrome in a modern, media-saturated society of having too many competing messages, with consequential impacts for ethical messaging (and mental well-being), has been documented many times, not least in books like *Information Anxiety* by Richard Saul Wurman, the founder of TED and *Data Smog* by David Shenk. Each day in the US for example, it's been estimated that there are between 4,000 and 10,000 commercial messages being broadcast per person, per day.

In 2020, the total amount of data created, captured, copied, and consumed globally reached 64 'zettabytes' and is forecast to grow to more than 180 zettabytes by 2025. One zettabyte is equal to one sextillion bytes and as the former Google CEO, Eric Schmidt, put it, "from the very beginning of humanity to the year 2003, an estimated 5 exabytes of information was created, which corresponds to 0.5% of a zettabyte".



Did you know?

Every year across the world we spend more and more on advertising which drives consumption and the environmental and social impact it brings with it.

- In **2022** global advertising spend grew by **8.7%**.
- Annual total ad spend was forecast to reach **US\$738.5 billion**.
- In **2023** global advertising is forecast to increase by 5.4% to reach **US\$778.6 billion**.
- Then in **2024** a further **5.1%** increase is expected.

Source : **Dentsu**

As communications professionals this means our challenge to ensure our more responsible messaging achieves 'cut through' is all the more pressing and the lessons and ideas in this section of the guide are designed to help you achieve just that.

Throughout this section of the guide there are case studies but also a reminder of the main sources used and some links and organisations that can help you go deeper into areas like ethical messaging, framing and avoiding greenwash through more responsible approaches to communications.



Growth in global ad spend by media, between 2021 and 2024

GLOBAL YEAR ON YEAR % GROWTH AT CURRENT PRICES

	2021	2022	2023	2024
TELEVISION	8,8	3,6	1,7	3,8
NEWSPAPER	-1,9	-4,1	-2,5	-0,7
MAGAZINES	-1,9	-2,7	-3,1	-3,4
RADIO	11,5	5,0	3,7	3,4
CINEMA	40,1	19,6	8,0	4,6
OOH (Out of Home)	23,8	11,5	3,4	2,9
DIGITAL	32,0	14,2	9,3	7,1

Source : **Dentsu**

GOOD PRACTICE NO. 2



Working with colleagues and networks



Working with peers and networks to promote responsible communications

The number of creative and digital agencies dedicated to responsible and ethical communications has been increasing at pace over the last two decades and now there are a number of global alliances and networks that bring these 'ethical' agencies together.

Joining one of these networks, or starting your own of course, can bring a range of benefits :

- Access to best practice advice and examples
- Sharing research insights and intelligence
- Collaborating on live projects and briefs
- Making a stronger impact by working together

Start by researching networks in your region or country, or follow the links in our example box on this page to find out more.

You could also take one of the many action pledges found online which allow creatives or agencies to come together and commit to action on major issues like climate change. A great example of this is the international **Design Declares** platform which allows you to pledge a climate emergency but also gives you access to a very wide ranging toolkit of resources.



Focus on Responsible Communications Networks all over the world

- **DNS** (Do Not Smile) is a network of Europe-based agencies that has been in existence for over ten years and has agency members in 13 countries. Its members share projects, insights and innovations at regular network conferences and it has run a number of network-wide campaigns including a recent creative campaign aligned with COP26.
- A sister agency of DNS is **ATI** in Latin America. ATI stands for **Agencias de Triple Impacto** and although only launched in 2020 by founder agency **Done!** in Buenos Aires, it has grown rapidly to include dozens of agencies from Argentina, Brazil, Paraguay, Mexico and also the southern states of the US.
- Other alliances and networks include the **Conscious Advertising Network**, **Clean Creatives** and **Design Declares**.



The Design Declares Eight Acts of Emergency

1. Sound the alarm

Acknowledge and raise awareness of the climate and ecological crisis - including its roots in systems of oppression - in our organisations and our practice.

2. Start the journey

Invest in educating ourselves and our teams on methods of sustainable and regenerative design, and show leadership by making measurable change to our practice. The Design Declares Toolkit is a great place to start.

3. Bring clients with us

Meaningfully consider environmental and social impacts as part of every pitch, proposal and production process. Not every design output will be carbon neutral or fully climate friendly, but every project is an opportunity to make real progress.

4. Measure what we make

Measure the environmental and social impact of our work and design projects, and hold ourselves to account for what we find out.

5. Redefine 'good'

Encourage, recognise and reward sustainable and regenerative design excellence in our industry through media and awards.

6. Educate, accelerate

Build and foster intra- and cross-discipline knowledge networks to share tools, resources and best practice to accelerate progress in our industry.

7. Design for justice

Create with and for the people who are disproportionately affected both by climate change and by the transition to a lower-carbon world.

8. Amplify voices for change

Enable systemic change by working alongside policy-makers, campaigners, ecologists, scientists, activists and others to strengthen local and national movements for change.



2. WORKING WITH FRAMES AND VALUES

For communications professionals working in sustainability, ethics or social issues, grasping the potential of framing and values-based approaches to messaging is critical. These two approaches draw on insights from behavioural psychology, ethics and consumer research to understand in more depth what makes people carry out certain actions, and what perspectives, evidence, emotions and messaging can more effectively connect with that audience to convince them to pursue a certain course, support a cause or vote a different way.

Framing, at its most simple, is the way that we communicate an issue or idea to an audience within the wider context of society and social change. Using framing, advocates for a particular issue can make that issue connect more strongly with an audience or seem more urgent, or important.

Values-based communications is where a narrative is structured around the values that may, or may not, connect most strongly with an audience. Values influence how we vote, what we choose to buy (or not buy!), and how we interact with each other and with the world around us. At their most straightforward, values can be classified as either intrinsic (inward looking) or extrinsic (more outward-facing).

Understanding Frames and Values around a particular issue or topic is the first step in building a creative, compelling and successful narrative.

Framing in Action

Political Campaigns :

Political candidates often use the framing effect in their campaign messaging to influence voters' perception of their policies. For example, a candidate may frame their immigration policy as «protecting our borders» or «welcoming immigrants».

Public Health Campaigns :

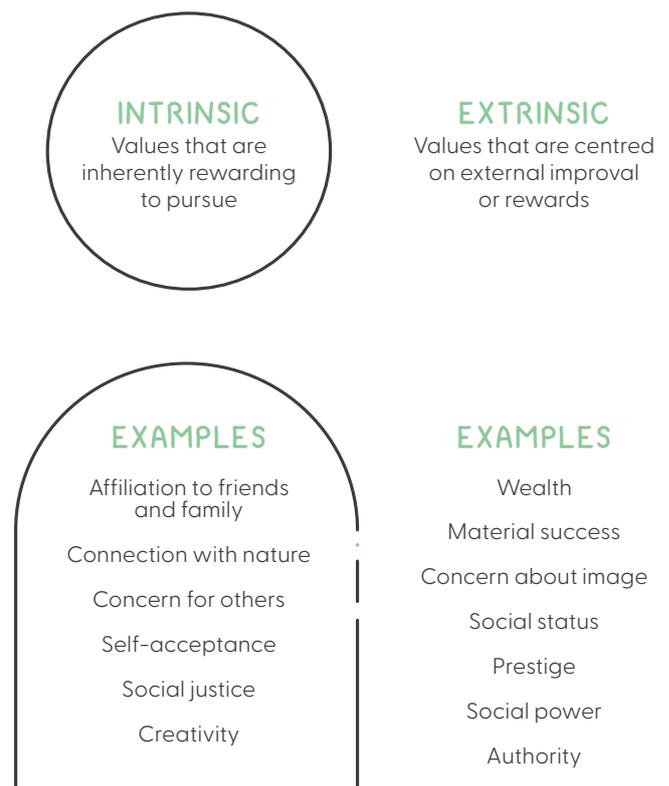
Health campaigns often use the framing effect to encourage people to adopt healthier behaviours. For example, a campaign promoting exercise may frame the benefits as «staying fit and healthy» or «preventing disease».

Environmental Campaigns :

Environmental campaigns often use the framing effect to encourage people to take action on climate change. For example, a campaign may frame the issue as «protecting the planet» or «saving our future».

Social Justice Campaigns :

Social justice campaigns often use the framing effect to raise awareness about issues and mobilise people to take action. For example, a campaign to end police brutality may frame the issue as «protecting civil rights» or «ending systemic racism».



Source : **Common Cause**

 GLOSSARY

Extrinsic values

Outward focused values that are associated with wealth or status.

Framing

Using the wider context of society and social change to make your message more powerful.

Intrinsic values

Inward focused values that are inherently rewarding to pursue.



Framing your message

Framing is about how you shape your message, what words you use, what context you set for the message, and how you can use your carefully considered message to get people to consider a change to their choices or behaviours. When taking a **framing approach** to communications it is important to think through what aspects of your choose to emphasise, what you leave out and how you explain your issue, including your tone of voice.

Examples of framing can be found in many campaigns and social movements all over the world. In the US, for example, the civil rights movement has successfully reframed the issue of racial hierarchy as one of justice and equality; in foregrounding the climate crisis as one that will lead to widespread human suffering, climate campaigners are reframing an environmental message as one based around fairness and social justice.



Focus on the C40 Communications Toolkit

C40 Cities is an international network of cities working on inclusive climate action. In 2020, they published a communications toolkit for cities focused on how to better engage citizens on climate action plans and their approach in the toolkit included guidance on 'framing' the climate conversation around issues and concerns that would better connect with their audiences. They did this by outlining a series of eight frame 'pillars' chosen as they are the everyday issues that matter to people in terms of creating a good quality of life. Building messaging around these fundamentals of everyday life instantly makes them more relevant, and therefore more powerful.

Making your message make impact

By using frames in your narrative you can ensure that your message has a greater impact on your audience and makes a greater emotional and rational connection because your audience will recognise issues and priorities that they care about reflected in your storytelling.



The VPISA :

- Value

The real needs of people.

- Problem

The barriers that prevent these societal needs from being fulfilled and that are also aggravated by the effects of climate change.

- Solution

What is the solution to the problem raised, and critically, what would success look like in this case?

- Action

It's the initiatives and activities that can be implemented to realise the solution and tackle the problem that's been identified.

Source : C40 Cities



Working with values-based communications



Understanding how you appeal to common or widely held values in communications focused on social or environmental change is important because even though our values might have an impact on decisions we make as a result of mainstream marketing (for example

buying fairtrade coffee), for issues-based communications it is much more likely that values will be front and centre in terms of the message being conveyed.



Tips

The **Common Cause Foundation** is an organisation that has pioneered research into values and communications and, alongside others, it has developed some deep insights into the role that values can play in achieving better campaign outcomes for causes like climate change in particular.

The Foundation has summarised five 'key tips' for planning effective campaigns

→ **Trust and empower people**

Engage people as though they are interested in and committed to making things better. This is a potent strategy, because it's true! Encourage conversations between people, more than conveying information to people. This helps deepen the experience that 'it is normal to care.'

→ **Avoid appealing to 'self-interest' values**

Avoid appealing to extrinsic, self-interest values like financial success, social status or public image. These are likely to undermine and restrict expressions of environmental concern.

→ **Root campaigns and communications in 'compassionate' values**

Environmental appeals are most effective when rooted in the broad range of compassionate intrinsic values. Building on this powerful, motivational foundation, bring creative flair to tailor your communications to resonate with different audiences.

→ **Collaborate beyond the environmental sector**

Celebrating compassionate values that may at first seem unrelated to environmental concerns opens up new opportunities for collaboration with organisations whose formal remit may differ from or be beyond environmental.

→ **Challenge public policies and institutions that embed 'self-interest' values**

Public spaces and media are permeated with messages that promote self-interest values. Advertising, a focus on growth at all costs, and celebrity culture or conspicuous consumption tend to erode support for environmental, and social concern and action.

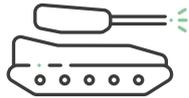
Shared values across different causes

Beyond their in-depth analysis of the role of intrinsic and extrinsic values in communications, the Common Cause Foundation has also pioneered the idea that for campaigning NGOs and civil society organisations, they can have shared values with peers who appear to be working on completely different issues or subjects, and that if they collaborate and support each other, their impact could be much greater and more enduring.

This idea of working across subjects or causes holds out the promise of real cultural change, as topics such as tackling the climate crisis, eliminating racism or promoting accessibility for those with disabilities could be progressed together.



Our interests



Our levels of concern about global conflict



How much we conserve electricity



Our ecological footprints



How empathic we are



Our attitudes towards human rights



How concerned we are about environmental damage



Our levels of support for environmental policies



Whether, and how consistently, we buy "ethical" products



How much we recycle

Source : C40, Page 20 du rapport



3. RESPONSIBLE MESSAGING AND GREENWASHING

There are a number of global codes, guidelines and other resources that have been published to help support more responsible messaging across the communications sector, and we will be covering a number of them in this section of the BeeCom toolkit.

At the simplest level this area includes :

- Messaging guidelines to create ethical, more inclusive and non-discriminatory communications
- Codes of practice to reflect a more diverse society in our communications
- Guidelines on responsible climate change messaging
- Advice and guidance on how to avoid 'greenwashing'

Many of these pieces of guidance do more than create a more inclusive or accurate narrative in communications – they usually make for more compelling and effective communications outcomes too.



Greenwash in action

Companies say "100% cotton", "sustainable packaging" or "green energy". But they omit details such as synthetic materials and harmful to the environment, that sustainable packaging is only recyclable in certain facilities or that they invest in fossil fuels, despite the green energy they produce.

That's what greenwashing is.

SUMMARY OF GOOD PRACTICES

GLOSSARY

Greenwash

Misleading or deceptive publicity disseminated by an organisation so as to present an environmentally responsible public image.



Following the basics of responsible messaging

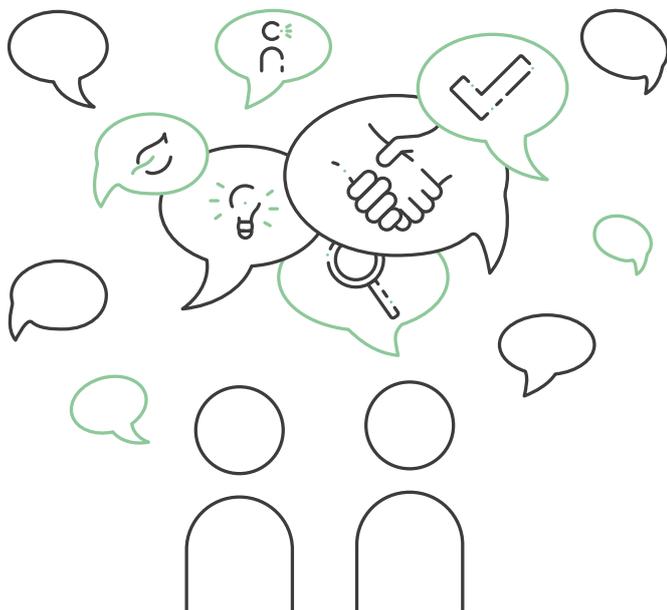


How to follow the basics

Across many different codes of practice, country legislation and guidelines there are a few, common themes which can usually be thought of as guiding responsible messaging and these include some simple and straightforward 'dos' and 'don'ts'.

- Tell the Truth and be transparent
- Embrace sustainability and an ecological approach
- Respect human rights and human dignity
- Don't stereotype any groups, particularly women
- Avoid any unverified or exaggerated textual or visual claims
- Respect privacy and personal data

These core ethics are at the heart of responsible communications, and in the examples below can be explored in more depth and detail.



ICC Responsible Marketing Code

The International Chamber of Commerce (ICC) has a **globally-recognised code** for responsible marketing which has been used as the basis for responsible communications frameworks in 42 countries and that has influenced many more. It's designed as a framework for self-regulation in marketing and advertising, and is now in its tenth revision to take on board the increasingly digital nature of marketing communications. Its initial scope when it was drawn up in 1937 was the protection of consumers from false claims, but it now closely represents a code for ethical practice more broadly.

The Code covers all forms of advertising and marketing communications, including digital advertising and social media. It applies to the entire marketing sector guiding communications practitioners, advertising agencies, publishers, media owners, contractors and others.

The articles are intended to be used by industry professionals to commit to best practice and in many countries they are superseded by national regulations covering advertising and marketing, for example by the **ASA** in the UK or the **AARP** in France. For the EU, the European Advertising Standards Alliance (EASA) is working on creating **further guidelines** against greenwashing, built on the platform of the ICC code.



Focus on the articles of the ICC Responsible Marketing Code

Article 1 : Basic Principles

All marketing communication should be legal, decent, honest and truthful.

Article 2 and 3 : Decency And Honesty

Marketing communications should not offend standards of decency or abuse consumers' trust or exploit their lack of knowledge.

Article 4 : Social Responsibility

Marketing communications should respect human dignity and not incite any form of discrimination or anti-social behaviour.

Article 5 and 8 : Truthfulness And Substantiation

Marketing communications should not mislead the consumer and all forms of claims relating to verifiable facts should be capable of substantiation at the time of publication.

Article 9 : Identification And Transparency

Marketing communications should be clearly distinguishable and when appearing in a medium containing news or editorial matter, where appropriate, labelled as such.

Article 10 : Marketer Identity

The identity of the marketer should be apparent.

Article 12 and 15 : Fair Competition

Marketing communications should not denigrate or ridicule competitors or their products, other firms, organisations or persons.

Article 18 : Children And Teens

Special care should be taken in marketing communications directed to or featuring children or teens. They should not undermine positive social behaviour, lifestyle and attitudes.

Article 19 : Data Protection And Privacy

When collecting personal data from individuals, care should be taken to respect and protect their privacy by complying with relevant rules and regulations.

Article 23 : Responsibility

Whatever the nature of the activity, medium or technology, responsibility is shared by all parties concerned.



Being more inclusive in writing and visual communications



Representing older people

In communications, what image do we usually portray of older people? Is our creative gaze a genuine and honest one? Are there clichés, tropes and misrepresentations that we need to counter? The answer to all these questions is, of course, yes.

The phrase itself – older people – is not easy to use and covers a huge span from 50 to over 100. It's better than other terms, such as elderly, but it parks at our door a challenge to better understand what works and what doesn't work in defining, describing and empowering older people.

Mind your language

A first step forward would be a language check on the terms we use when communicating about or to older people. There is a wide range of words used which sound patronising and are hugely overused : sprightly, spry, eccentric, feisty, sweet, frail, vulnerable, etc. It would only take a moment for writers, advertisers and marketers to do a reference check on their language around older people.

Is it relevant?

Also, do we need to reference age at all? Age is best avoided unless it matters to the topic at hand. And, there should be a huge push back against the tendency in the media to announce with surprise and wonder that older people are 'still at it' after all these years.

For example :

- She's still working, at 72.
- Even at 74, Fred remains a keen gardener.
- Janice still enjoys a daily jog, even at the age of 67.

And the worst: "Even in their 60s, they still enjoyed a full and rewarding sex life". The idea that we should be surprised at older people being creative, active and, yes, sexual is a clear case of discrimination and misrepresentation. We should also avoid referring to older people by their family status, e.g. "Esther is a grandmother of six", which is a hugely one dimensional view.

Positive vs Negative tropes

In fact, once you start to look again at representations of older people in the media or in advertising you quickly start to see really pronounced themes emerging. Many are profoundly negative while a few could be reclaimed as more positive. One of the most challenging themes in recent years has to be 'the burden' of an ageing society. Even Covid-19 has become at times a narrative about a young generation seeing their future 'sacrificed to protect the elderly'.

Older invisibility

Practitioners can get it badly wrong in representing older people in the mainstream media and advertising, but there is something potentially even worse - simply editing them out as being unattractive or irrelevant.

Even though one in four are now over 65 and a hugely important market, older people too often are invisible, particularly in marketing and advertising. They are also very bit as diverse as younger groups, if not more so.

One UK study in 2010 found that while in the magazine of Saga 62% of advertisements featured older people, this fell to 5.9% for BBC Good Food, 3.6% for Marie Claire, and just 0.9% for Men's Health.

A 'Code for the Future'

It's time for the media, marketing and advertising sector to raise its game on representing older people. Here's a starting point, a potential five point charter for the creative sector :

- Proactively increase the positive visibility of older people.
- Counter clichés and stereotypes that are woefully outdated.
- Forensically tackle language that is loaded with disempowering negatives.
- Don't make age an issue if it doesn't need to be.

- Tackle ageism in our industry with equal weight to other forms of discrimination.

Older people have every right to a positive image as any, but beyond that, continuing with poor practice is discrimination, in its truest sense and needs to be countered. The upside though is developing potentially better creative communications, with a stronger audience connection, to a segment of society that is growing, which matters, and which has significant spending power and political impact. This is not a group to ignore, misrepresent or take for granted.



A useful 'checklist' for responsible and inclusive communications

- Never use gendered nouns such as 'workmen, policemen' or masculine pronouns (he, his) as a default.
- When using a variety of visuals, testimonies and stories, ensure that they reflect diversity in all its senses.
- Do not use Miss or Mrs, unless it is the explicit preference of the person addressed; use Ms universally.
- When asking about gender, do not offer only male/female options, add 'other' and 'prefers not to say'.
- Do not reinforce in your visual or written communication harmful stereotypes on gender, age, ethnic groups, etc.
- Do not use the word citizens to refer to people in general.
- Do not assume anyone's sexual orientation.
- When addressing trans people, always respect self-identification.
- Do not refer to 'the elderly', use 'older people' instead.
- Referring to persons with disabilities, use people-first language ('John Doe has a disability', not 'John Doe is disabled').
- Do not use terms with a negative connotation such as 'suffering from HIV', 'suffering from autism', 'wheelchair-bound' (use 'with HIV', 'with autism', 'wheelchair user' instead).
- Ensure that your communication products always comply with accessibility guidelines, in particular web pages, pdfs, and forms used, for example, in public consultations.
- In certain languages, such as French, words can be adopted in order to include female and male genders.
- For more support on inclusive writing in French, see this guide : [guide de la communauté beta.gouv.](#)



Avoiding greenwash



The first use of the term “greenwashing” has been traced back to 1986 and an American environmentalist, called Jay Westerveld, who used it to describe a practice adopted by a beach resort in Samoa, where they gave out reusable towels as a way to help the environment while at the same time the resort was expanding further and further into the local land.

Today the term has a wider meaning which is taken to be the practice of marketing a company or organisation so they appear more environmentally friendly or more ecological, when in practice its activities pollute the environment. Common greenwashing tactics might include claims around being ‘recyclable’, the use of overly naturalistic imagery and the creation of badges or logos for use on packaging which imply that the product or service is ‘planet-friendly’.

Greenwashing is increasingly the focus of legislation in the EU and further afield and as well as sowing confusion in the minds of consumers it can lead to a lack of environmental action and, of course, reputational damage for those found guilty of its practice.

Examples of **greenwashing in practice** include fossil fuel companies continuing to exploit oil resources while running advertising campaigns about (relatively modest) investments in renewable energy, fashion brands launching ‘green’ clothing lines while continuing to send unsold garments to landfill or incineration and, perhaps most famously, Volkswagen during the ‘dieseldgate’ emissions scandal.

There are many guides and toolkits that have been published to help guide marketing communications away from greenwash, for example in the UK there is a simple checklist which has been published as a government-supported **Green Claims Code**, and a similar code proposal **was published** in March 2023 by the European Commission, designed to help combat greenwashing by setting minimum criteria for companies making claims to consumers in the EU about the environmental benefits and performance of their products or services.



Green claims MUST :

- 1. Be truthful and accurate** : Businesses must live up to the claims they make about their products, services, brands and activities.
- 2. Be clear and unambiguous** : The meaning that a consumer is likely to take from a product’s messaging and the credentials of that product should match.
- 3. Not omit or hide important information** : Claims must not prevent someone from making an informed choice because of the information left out.
- 4. Only make fair and meaningful comparisons** : Any products compared should meet the same needs or be intended for the same purpose.
- 5. Consider the full life cycle of the product** : When making claims, businesses must consider the total impact of a product or service. Claims can be misleading where they don’t reflect the overall impact or where they focus on one aspect of it but not another.
- 6. Be substantiated** : Businesses should be able to back up their claims with robust, credible and up-to-date evidence.

Beware of 'Green Hushing'

Although greenwashing is widely recognised as something to be avoided at all costs, activists have also recently been highlighting **another practice called 'Green Hushing'**, where organisations deliberately choose to under-report or hide their green credentials from public view to evade scrutiny.

Revealing the sins of greenwashing

Ireland's University College Cork Business School has published an updated and simple guide to greenwash called *'the Seven Sins of Greenwashing'*. The sins showcased

are designed to help people "recognise the difference between genuine action-based commitments and non-binding, watered down vow." Others have looked at the 'sins of greenwashing' too, including **Mathieu Janich**

Another rule to consider is the edict against 'eco-bashing', the refusal to deprecate even with humour an eco-responsible behaviour.



The Seven Sins of Greenwashing

1. The sin of the hidden trade-off

This sin is where the focus of a company's communication is on one narrow pro-environmental attribute whilst avoiding bringing attention to wider environmental issues of relevance. For example switching from plastic to paper straws while doing nothing to improve energy efficiency or the use of renewables.

2. The sin of no proof

This sin is where environmental claims are made without any credible evidence to support them. The most recent companies found to be guilty of this sin include airline Ryanair and the drinks company Innocent, against whom the UK's Advertising Standards Agency recently ruled that "many consumers would interpret the overall presentation of the ad to mean that purchasing Innocent products was a choice which would have a positive environmental impact"

3. The sin of vagueness

This is where claims are made that are broad and ill-defined, such as describing a product as 'natural' or 'green' without being in any way specific.

4. The sin of worshipping false labels

This sin is committed by companies who create 'sustainability' certifications or labels that are completely made up, for example using a logo on packaging that describes something as "100% Organic Certified" or "Energy Efficiency Certified".

5. The sin of irrelevance

This is where companies make truthful but unimportant claims, for example claiming that something is "CFC-free" when the environmentally damaging chlorofluorocarbons (CFCs) were banned under the Montreal protocol over 30 years ago.

6. The sin of the lesser of two evils

This sin relates to environmental claims of products that are inherently damaging to the environment. The authors from Cork University Business School cite the example of a sponsored article banned by the Advertising Standards Authority of Ireland (ASAI), in which an Irish personality spoke about using a Land Rover Defender suggesting the environmental benefits of using the vehicle.

7. The sin of fibbing

And of course finally the sin of simply not telling the truth. An example cited here is a fossil fuel company who had their advertising banned for using the word 'sustainable' in a vague manner (Sin#3) and for making the false claim that the project was 'helping provide a sustainable future' (Sin#7) - not true!

Source : Ireland's University College Cork Business School and US Agency **TerraChoice**



4. THE KEYS TO GREAT STORYTELLING

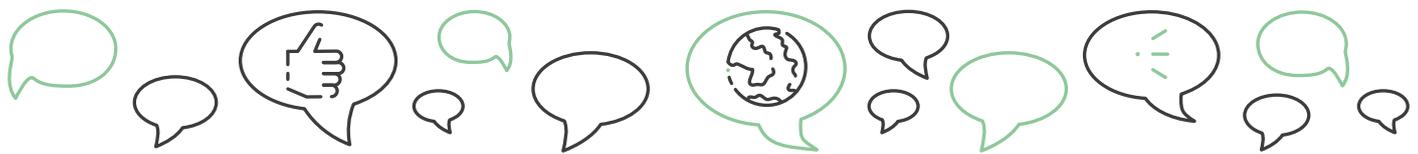
Creating an effective narrative is important in any area of communications but for social or issues-based communications it is even more critical to work hard to achieve the 'cut through' discussed in the opening section of this chapter. Here we start to explore some of the techniques and tactics which can help professionals to adopt more of a 'storytelling' approach.

Warning : this is not an information deficit problem

Why tell stories to connect with audiences? One reason is because it takes more than just the relaying of 'facts' to deliver any kind of action or change. In cause-related communications the relaying of too much data and a string of facts can actually reduce the impact on a reader or viewer.

Also, the idea of simply and rationally laying out an evidence base and then expecting people to swing in line behind, for example, a new social or environmental policy has been increasingly undermined by a mistrust in 'facts' and the spread of disinformation and fake news.

What can be more effective are tactics like having an emotional aspect to a pitch, focusing on individuals or case studies, pursuing a story 'arc' of challenge, jeopardy but then resolution and, where appropriate, a level of humour.



SUMMARY OF GOOD PRACTICES

GLOSSARY

Demographics

Statistical data relating to the population and particular groups within it, a way to analyse different audience segments to help tailor your message.

Social proof

The concept that people are influenced in their decision making by others, compelling them to act within societal norms.



Working with emotions and big ideas

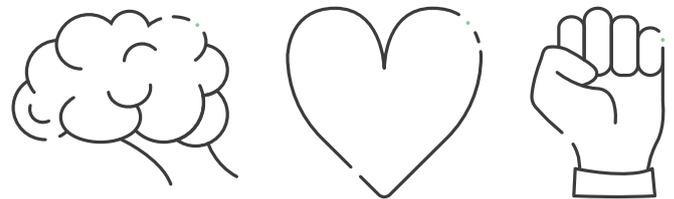


Following the Head Heart Hand model

One way to structure your message effectively is to focus in on your audience, reflect on their needs, desire, values and beliefs and format your messaging based on a model of head, heart and hand :

- **Head** : what do you want the audience to think in response to your communications?
- **Heart** : how do you want them to feel, emotionally, when they come into contact with your message?
- **Hand** : what do you want them to do in response to your narrative? Is there a call to action?

This foolproof structure for better messaging can even be built into a workshop or planning exercise, for example when thinking through campaign strategy.



Building a BHAG

A good tactic to grab a reader's attention is to build a 'Big Hairy Audacious Goal' into your communications. This is particularly relevant for anyone planning a communications campaign. A BHAG should be memorable so that people feel they want to pass it on, giving you greater, what's called, 'word of mouth' in response to your communications.

Good examples of a BHAG would include :

- Ending child poverty within a generation
- Being a clean energy nation by 2030
- Doubling cycling levels in five years
- Planting a tree for every man, woman and child in the city

Clearly it helps if you can ensure that your BHAG is achievable, but by structuring your overall communications objectives in this way it will become a much more shareable story and narrative.



Make Poverty History is an excellent example of a BHAG and a strong campaign slogan.

Source : **Ted Conference, flickr**
Photo retouchée



Understanding audiences

Building social proof into communications

If your communications are seeking to achieve any kind of social, environmental or political change then there's a strong chance that you will be asking people to take action as a result of your messaging when they encounter it. Facts, figures and rational case-making can help of course, but people are much more likely to take or support a course of action if they think it's something that other people are doing too – sometimes this is called 'social proof'.

Building some social proof into your narrative can be done in a number of ways :

- Use case studies of real people already adopting a new course of action.
- Include testimonials, or short interviews with advocates for change.
- If playing out your message on social media, tag potential advocates to get them to interact with and ideally share your message.

Giving your narrative a human face and voice will make it more impactful and lead to a greater audience reach and response.



Social norms and social proof can be powerful factors in communications campaigns.

Using deeper audience insights

There are many global examples of communications on issues as well as brands being planned around audience segmentation. This is the process of breaking down a wider public audience into specific groups or clusters of groups that have a similar set of demographic factors such as age, affluence, educational attainment, ethnicity or gender. Breaking down a wider audience into smaller segments can help in communications planning in a number of ways :

→ Messaging

You can start to break your overall message down into more tailored messages for different groups.

→ Barriers

Different audiences have different barriers to change or adoption and so segmentation can help you be more specific.

→ Channels

Reaching people through different channels (e.g. mainstream media, social, events, etc.) is easier when you've segmented.

→ Action

There will be different calls to action for different segments, and so separating these out at the planning stage is more effective.

When thinking about tailoring your messaging to different audiences it is always important to consider different groups, their identity, and how vulnerable they are to climate impacts; this is also a consideration for communications planning.

→ Consider diversity

Make sure you've mapped out your audiences and considered the most diverse possible range of groups to reach.

→ **It's not about you!**

It's easy to do! Try not to prioritise the communications channels that you access, but assess which of your audiences are most important and put most of your effort into the channels they use.

→ **Accessibility matters**

For disabled groups, consider accessibility both in the production of communications but also in the channels used, such as including audio or braille as an option for the visually impaired, or sub-titles for videos.



Understanding the diversity of audiences is important



Focus on New Zealand's Gen Less

Gen Less is New Zealand's national campaign to reduce emissions from energy use. The Energy Efficiency and Conservation Authority (EECA) in New Zealand made the campaign with real people, giving a personal touch so the users can identify with them. The government agency explains how energy is used in everything we do, and how we can be more conscious about using less of it in our daily choices.



5. MESSAGING AND CLIMATE EMERGENCY

For communicators focused on positive change, one topic has a fierce urgency beyond others; the climate emergency. Communication has a critical role to play in climate, whether it is explaining the science of climate change, or how we need to shift the way we live, work or move around, and how we need to adapt to changes which will impact on society whether we keep global heating under 1.5 degrees or not. In this section of the BeeCom guide we will explore the approaches to climate communications which are most effective.

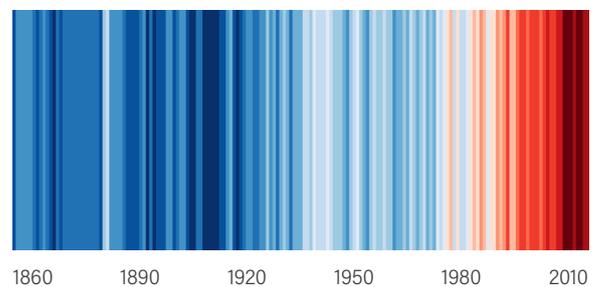
Taking a communications perspective on the climate challenge is important in a number of key ways :

- Effective communications are crucial in tackling the climate crisis because they can inspire people to take action, encourage individuals and organisations to adopt lower carbon, responsible practices.
- Communications can also help to dispel myths and misinformation surrounding climate change, which can be a major obstacle in promoting positive change.
- Communications can also help in building partnerships and collaboration among stakeholders, as climate change is a complex issue that requires collective action from governments, businesses, civil society organisations and individuals.
- Communications are also essential in promoting transparency and accountability in climate action. By providing regular updates and information on progress and challenges, organisations and governments can build trust with stakeholders and demonstrate their commitment to addressing the climate crisis.



Good to know

Global warming stripes



Source : [#ShowYourStripes](#)

7 core principles for climate change communication

- Show real people
- Show climate change causes at scale
- Understand your audience
- Tell new stories
- Show emotionally powerful impacts
- Show local (but serious) impacts
- Be careful with protest imagery

Fuente : [ClimateVisuals](#)

SUMMARY OF GOOD PRACTICES



Messaging and the climate crisis



Keeping it simple

One very clear piece of guidance on messaging and climate is to cut down on the jargon and make communications simple and easy to understand. This advice was given some evidential underpinning recently **when academics looked** at the terms that the United Nations' Intergovernmental Panel on Climate Change (IPCC) and other institutions used to communicate about climate change to diverse audiences that didn't have a background in climate science.

Through interviews the researchers looked at how US residents interpreted key terms drawn from IPCC reports, including phrases like : tipping point; unprecedented transition; carbon neutral; adaptation; mitigation; and sustainable development.

Key phrases used a lot - like mitigation - were not widely understood and where some phrases were more understood, like 'adaptation', interviewees struggled to connect the phrase to climate change in a meaningful way.

→ The lesson? Keep climate language simple and easy to understand!



Ditch the Jargon!

Key climate words that confuse people :

- Tipping point
- Transition
- Carbon neutral
- Net zero
- Adaptation
- Mitigation

Painting the bigger picture

Keeping the messaging on climate change fairly positive, and painting a picture of the wider benefits of taking action connects with audiences more powerfully than emphasising disaster and peril, according to a **major global study** led by researchers from the University of Birmingham and published in the journal Communications Earth & Environment.

The research team wanted to know how different framings of climate change affect public support for climate policies around the world. They surveyed the views of 7,500 adults in five countries – China, Germany, India, the UK, and US, to identify climate messages that elicit greater support for policies to tackle climate change.

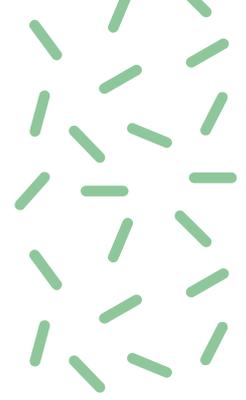
The messages the team tested ranged across a number of attributes :

- Positive (opportunity) framing
- Negative (threat) framing
- Key themes (health, environment, economy, migration)
- Scale (individual, community, national, global), and
- Time (current, 2030, 2050).

The team found that a positive frame, health and environmental frames, and global and immediate frames increased public support for climate policies; conversely, negative messaging tended to decrease levels of support, particularly in China, the UK and the US. Economic themes don't affect support in any of the countries, and messages about migration reduce support.



Change Your City, Change the World



Showing practical, positive solutions and actions and educating, to counter misconceptions and gaps in knowledge

- Cities must engage people through positivity, to inspire them, being honest about the problems but talking about solutions. By associating the actions with a positive and desirable goal, these actions could gain a few popularity points.
- Tie your message for action to your audiences' daily lives in a practical and simple-to-implement way. For example, don't promote a recycling campaign if recycling facilities are not readily available and easy to access.

Being visual, making it desirable and avoiding cliches and stereotypical photos

- Adding visuals to written content makes your campaigns more interesting and keeps your audience engaged. Include infographics, photos and graphics for your data information.
- No more polar bears. Use real people and real situations about climate change. Focus on the immediate effects of climate change on different people's lives and their communities, rather than effects that may affect future generations at the end of the century.



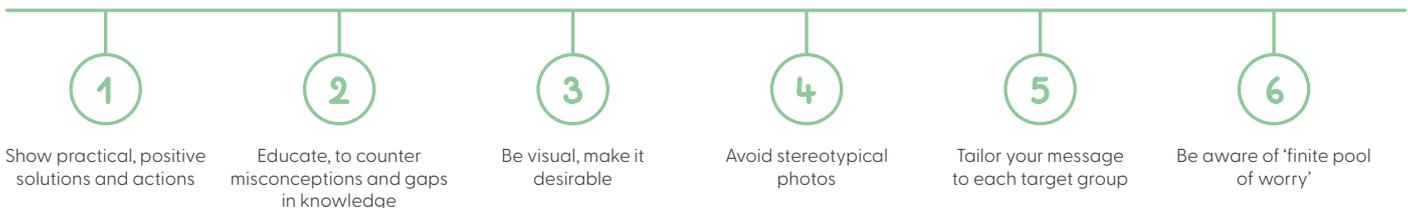
Focus

The C40 Cities network has published a guide to help cities explain their climate action plans to residents and businesses and to engage more meaningfully with a diverse range of audiences; their guide includes a useful set of 'top tips' on how to communicate on climate.



Climate change messaging

KEY IDEAS ABOUT CLIMATE CHANGE MESSAGING



Tailoring your message to each target group and being aware of 'finite pool of worry'

- Try to understand your audience and create specific and meaningful messages for them. Help them to relate to your actions, while understanding that people are exposed to the effects of climate change in different ways, and their capacity to take action may be limited.
- People have a limited capacity for how many issues they can worry about at once. So we suggest not to overwhelm your audience with many different worries.
- How can I do that?
 - Select a few specific issues to make the public more aware of, not all of them at a time.
 - Balance emotional messages and analytic information, because it's difficult to retain an emotional high level of interest in the long term.
 - Encourage people to be more concerned about climate change, but don't expect a sudden and drastic change of mind.

Showcasing Barcelona's Climate Action Plan

The structure and messaging around **Barcelona's climate plan** includes a brilliantly simple, jargon-free set of messages which set out the city's reasons for aiming for a 45% reduction in emissions by 2030 :

- **We are responsible for it**
Human activity is the cause of this climate change. We are part of the problem, but also part of the solution.
- **It affects people's health and everyday lives**
What is more, these changes seriously damage our health and affect our quality of life.
- **We must act now**
It is a priority, we cannot afford to wait. We must act with urgency, not caution.
- **Climate change is a reality**
Numerous studies show it exists. There is no time for scepticism nor denial.

- **It is already happening**
We are already noticing the effects : more heat, less water, more extreme climate phenomena, and so on.
- **Climate change is unfair**
It does not affect everyone in the same way, some people and neighbourhoods are more vulnerable.
- **There is still time**
We have the opportunity to act and the capacity to do so.



Source : **Oliver Kornblihtt / Mídia NINJA, flickr**
Edited photo



Rethinking climate communications



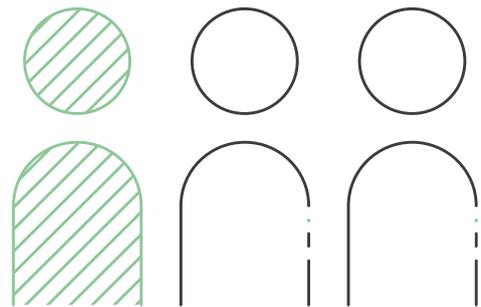
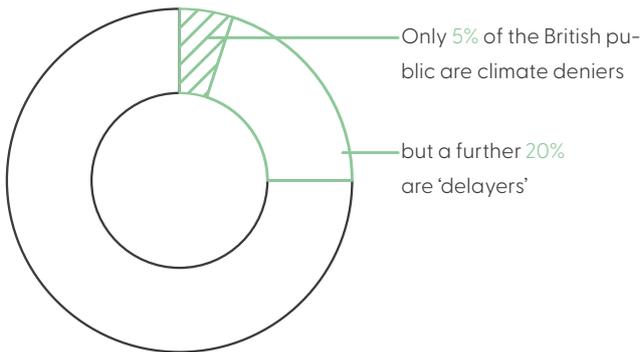
Based around a late-2022 Opinium poll of 2,000 adults, the UK-based Firstlight Group published, in February 2023, a new report on how many people feel confused, overwhelmed and unable to act in the face of the climate emergency.

The report shows that while most people in the UK think that climate change is real and already starting to impact the world, there are still 25% of people who could be described as either climate change deniers, or climate 'delayers', the equivalent of about 17 million people across the UK. The new category of 'delayers' is made up of people who are more likely to believe climate change is possible, but that it is still a future threat and not something they want to act on now.

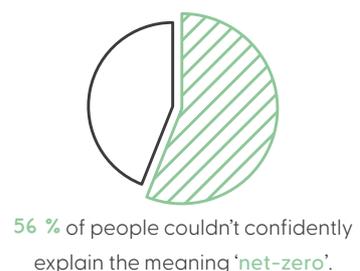
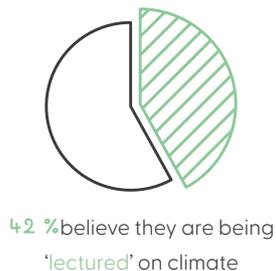
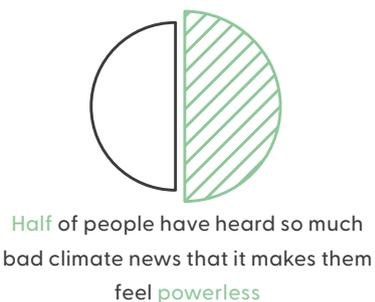
According to the report, there are three main reasons why people may fall into this group of 'deniers and delayers' : 1) they're sceptical of the science and may even have been drawn into conspiracy theories online; 2) they don't really think that climate change will impact them personally and so it's not as great a threat; and 3) they simply feel overwhelmed by climate messaging and the looming threat of climate disaster.



UK-based research shows that :



Over one third of people say they are 'exhausted' from hearing about climate issues.



Using better language

Language use is explored extensively in the report, which finds that deniers and delayers think the word 'green' means more expensive and that words like 'climate crisis' sound alarmist and make them less likely to engage. The key report recommendations include :

- Don't assume the audience has a grasp of any jargon
- Tailor your approach to different audiences
- Contextualise the issue within people's personal lives
- Speak about the benefits of climate action before getting into the disbenefits
- Lead by example, show what's possible
- Highlight successes so far, let people see beyond pledges to action
- Make it easy for people to take action



The 10 mistakes of climate communication

BeeCom collaborator and leading communications expert Thierry Libaert has written extensively on climate communications and recently summed up much of his learning into a simple, ten-point list of mistakes to avoid :

1. Confusing what people say and do

There is a gulf between the declarative and the reality of behaviour.

2. Believe in informing individuals to change their behaviour

Information alone is not enough to trigger a behaviour change.

3. Think that small eco-gestures will have an impact

Eco-gestures have a very limited impact and above all they do not lead to greater actions.

4. Imagine that the most sensitive people would have the lowest impact on the environment

This is false, and paradoxically it is even the opposite which is observed.

5. Wanting to increase awareness through the use of stars

Stars are perceived as representatives of a way of life at the opposite end of their message.

6. Communicating using distant stereotypes

The 2° target by 2100, the polar bear on its pack ice, all this reinforces the feeling of distance.

7. Estimate that the fear-based alert should be maximum

Fear paralyses, it reinforces inertia, only hope mobilizes..

8. Continue talking about global warming

It is a disruption and therefore an acceleration of extreme weather events as it is.

9. Inform on a technical register

Reduce by one tonne our GHGs, divide by 4 the CO₂ emissions, reduce the PPM, all this is not visualized.

10. Confusing the end and the means

Carbon neutrality should not become the goal of a society, it is a means to serve a new narrative.

Source : Des Vents Porteurs, de Thierry Libaert



6. DISINFORMATION AND FAKE NEWS

Respecting the truth is a central tenet of responsible communications, but in an increasingly fragmented communications environment, where everything from algorithms to populist politicians and even AI 'bots can be found to be spreading disinformation, it's important to also know the facts about 'fake news'.

What is 'fake news'?

Fake news refers to false information or propaganda that is spread through various media channels, including social media, news outlets and online forums. Its impact on responsible communications has been significant, with its ability to influence public opinion, create confusion and damage reputations. The spread of fake news has made it challenging for people to distinguish between what is true and what is not, leading to mistrust in news sources and undermining the credibility of responsible communication.

Fake news can have significant consequences, particularly in the political arena. It can sway public opinion, influence election outcomes, and impact policy decisions. For example, in the 2016 US presidential election, there were numerous instances of fake news being circulated on social media platforms, with some studies suggesting that it may have had an impact on the election's outcome. For NGOs and those campaigning for issues, disinformation can also have a dramatic impact on their work.

Disinformation and responsible communications

Another impact of fake news on responsible communications is that it can create confusion and misinformation on important issues. For instance, the Covid-19 pandemic has seen the spread of numerous conspiracy theories, fake cures and false information that has led to confusion

and mistrust in medical and scientific institutions. This confusion can lead to dangerous behaviours, such as individuals refusing to wear masks or getting vaccinated, which can lead to the spread of the virus.

Moreover, fake news can damage the reputation of individuals, organisations, and governments. A single false story can quickly go viral and cause irreparable damage, regardless of whether it is true or not. This can result in reputational harm that can impact the ability of the affected entity to carry out its mission or operate effectively.

For those who want to use communications for good, fake news has a significant impact on responsible communication, particularly in today's age of social media and instant access to information. It can influence public opinion, create confusion and misinformation, and damage reputations. The bottom line is that individuals, organisations, and governments should be vigilant and ensure that they communicate responsibly, using accurate and reliable information, and actively work to combat the spread of fake news.



Disinformation in the EU around Covid-19

The European Commission has shown a very clear lead on tackling disinformation around the pandemic, and showing the harm that disinformation can do to public health.

Source : commission.europa.eu



Standing against disinformation

Spotting fake news story in five easy ways

1. Check the source : Fake news articles are often shared on websites that look similar to legitimate news sources. Always check the domain name of the website and ensure that it is a credible source. Be cautious of websites that end in '.com.co' or '.lo' as they are often fake news websites.

2. Verify the story : Always verify the story before sharing it. Check if other credible news sources are reporting the same story. If a story seems too good (or too bad) to be true, it may be fake.

3. Check the author : Look up the author of the article to see if they are a credible source. If the author has a history of sharing fake news, it is likely that the article is fake as well.

4. Fact-check the information : Use fact-checking websites like Snopes, FactCheck.org, or PolitiFact to verify the information. These websites provide unbiased information and can help you determine if the news is real or fake.

5. Beware of clickbait headlines : Fake news articles often use sensational and exaggerated headlines to grab attention. Be cautious of headlines that are too dramatic or use ALL CAPS as they may be fake news. Always read the full article before sharing it.



Source : *Mobilus In Mobili*, flickr
Edited photo

Understanding the scope of disinformation

To better understand the different levels of disinformation, the Climate Action Against Disinformation group and the Conscious Advertising Network have commissioned a survey on the origin and impact of climate disinformation on public perception in different regions of the world. The conclusions of the study are as follows :

- Overall, between 6% and 23% of the populations of the countries covered within the report do not believe in climate change or are uncertain about whether climate change is happening.

- A further 22% to 38% believe that humans are only partly responsible for the change in climate. In this regard, people in the US are most likely to hold this belief.

- The results show beliefs about the role of fossil gas are contrary to what climate science shows are rampant methane leaks and emissions the carbon budget can not afford. 34% of Australians, 40% of Brazilians, 25% of Germans, 57% of Indians and 39% of US citizens believe that gas is a climate friendly energy source. Only 14% of the population in the UK believes this disinformation.

- When the data is combined, between 55% and 85% of the populations surveyed believe at least one of the climate change misinformation statements included in the questionnaire, with the highest share in India and the lowest in the UK.

- 20% or more of people surveyed in each country believe that "the climate has always changed, global warming is a natural phenomenon and is not a direct result of human activity". Populations in the US and Australia are most likely to hold this belief with 33% in each country believing this statement.

- One quarter or more people surveyed in each of the six countries believe that their country 'cannot afford to reach the target of net zero emissions by 2050!'

- News consumption is not an indicator of whether people are better informed on climate science.

Tackling fake news at Pinterest

To combat the spread of fake news, Pinterest has implemented a number of measures to identify and remove false information from its platform. For example, Pinterest has developed machine learning algorithms that can identify potentially false or misleading content based on various signals such as the source of the content, the language used in the content, and the context in which the content appears.

In addition, Pinterest has also implemented a system of human moderators who are tasked with reviewing content that has been flagged as potentially false or misleading. These moderators are trained to identify and remove content that violates Pinterest's policies on fake news and misinformation.



Fact-checking partnerships

Another important aspect of Pinterest's approach to combating fake news is its focus on promoting reliable sources of information. For example, Pinterest has partnered with a number of fact-checking organisations such as the **International Fact-Checking Network (IFCN)** to ensure that accurate information is being shared on its platform.

Overall, Pinterest's stand against fake news and disinformation is a good example of how social media platforms can take proactive steps to ensure that their users are receiving accurate and reliable information, and one that agencies and professionals could follow in planning responsible communications.

Fact-checking with AI

ChatGPT is a new and powerful tool that can help people create content easily using an 'Artificial Intelligence' platform called OpenAI and its capabilities have gained a lot of attention. However good its outputs, it is crucial to conduct an ethical fact-check when using ChatGPT to ensure the accuracy and integrity of the information presented.

The first reason why an ethical fact-check is important is to avoid spreading false information. ChatGPT may generate responses that are not necessarily accurate, and blindly using them as a source without verifying them can result in misinformation being disseminated. This can harm individuals, organisations or even society as a whole.

Secondly, an ethical fact-check is necessary to maintain credibility. If the content produced using ChatGPT is not accurate, it can damage the author's reputation and credibility. This is particularly important for journalists, academics and other professionals who have a responsibility to provide accurate information.

Thirdly, an ethical fact check is crucial to uphold the values of honesty and integrity. By verifying the information presented in the content, the author demonstrates their commitment to presenting truthful and reliable information to their audience.

Carrying out an ethical fact-check when using ChatGPT is of real importance. It is essential to avoid spreading false information, maintain credibility, and uphold the values of honesty and integrity.



A few options :

- Check it before you share it!
- The truth is worth the effort
- Don't believe everything you see
- Verify before you trust
- Facts matter





FINAL WORDS

This section of the BeeCom toolkit is dedicated to messaging and being more effective, as well as ethical and responsible in how we frame and present our communications.

In a world that often feels chaotic and disconnected, the importance of human communication and the connections it can bring about cannot be overstated. It is through our interactions with one another that we find meaning, purpose and joy in life. From the simplest conversation with a stranger to the deepest bond of love, every human connection has the power to change our lives and make the world a better place.

When we communicate with one another, we are sharing our thoughts, feelings and experiences. We are opening ourselves up to vulnerability and allowing others to see us for who we truly are. In doing so, we create a space for empathy, understanding and compassion to thrive. We learn from one another, challenge one another and grow together.

In a mediated environment that often focuses on individualism and competition, it is easy to forget the power of human connection and that's why responsible communication matters, through better practice, greater creativity and a stronger connection between issue, message, audience and call to action.



Want to go further ?



ADDITIONAL RESOURCES

1) Useful tools



ADME - L'outil en ligne anti greenwashing

Awareness-raising tool to help decision-making and the creation of messages respecting the rules of a more responsible communication.



TinEye

This tool uses the principle of principle to verify the authenticity of an image.



InVid

Platform that offers services to detect, authenticate and verify the reliability and accuracy of newsworthy videos and those disseminated through social networks.

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THE CHECKLIST FOR YOUR SUSTAINABLE PROGRESS!

Tick the boxes when you plan to implement these accountability levers in your practices. For unticked boxes, go to the associated good practice sheet to get lots of tips!

Ethical messages vs. commercial communications

Good practice no. 1 : Creating cut through

Good practice no. 2 : Working with peers and networks

Travailler avec des cadres et des valeurs

Good practice no. 3 : Framing your message

Good practice no. 4 : Values-based communications

Messages responsables et greenwashing

Good practice no. 5 : Following the basics of responsible messaging

Good practice no. 6 : Be Inclusive communications

Good practice no. 7 : Avoiding greenwash

Les clés d'un bon récit

Good practice no. 8 : Working with emotions and big ideas

Good practice no. 9 : Understanding audiences

Communication et urgence climatique

Good practice no. 10 : Messaging and the climate crisis

Good practice no. 11 : Change Your City, Change the World

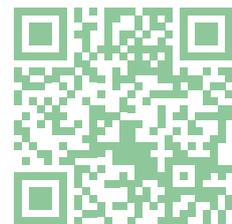
Good practice no. 12 : Rethinking Climate Communications

Désinformation et fake news

Good practice no. 13 : Standing against disinformation

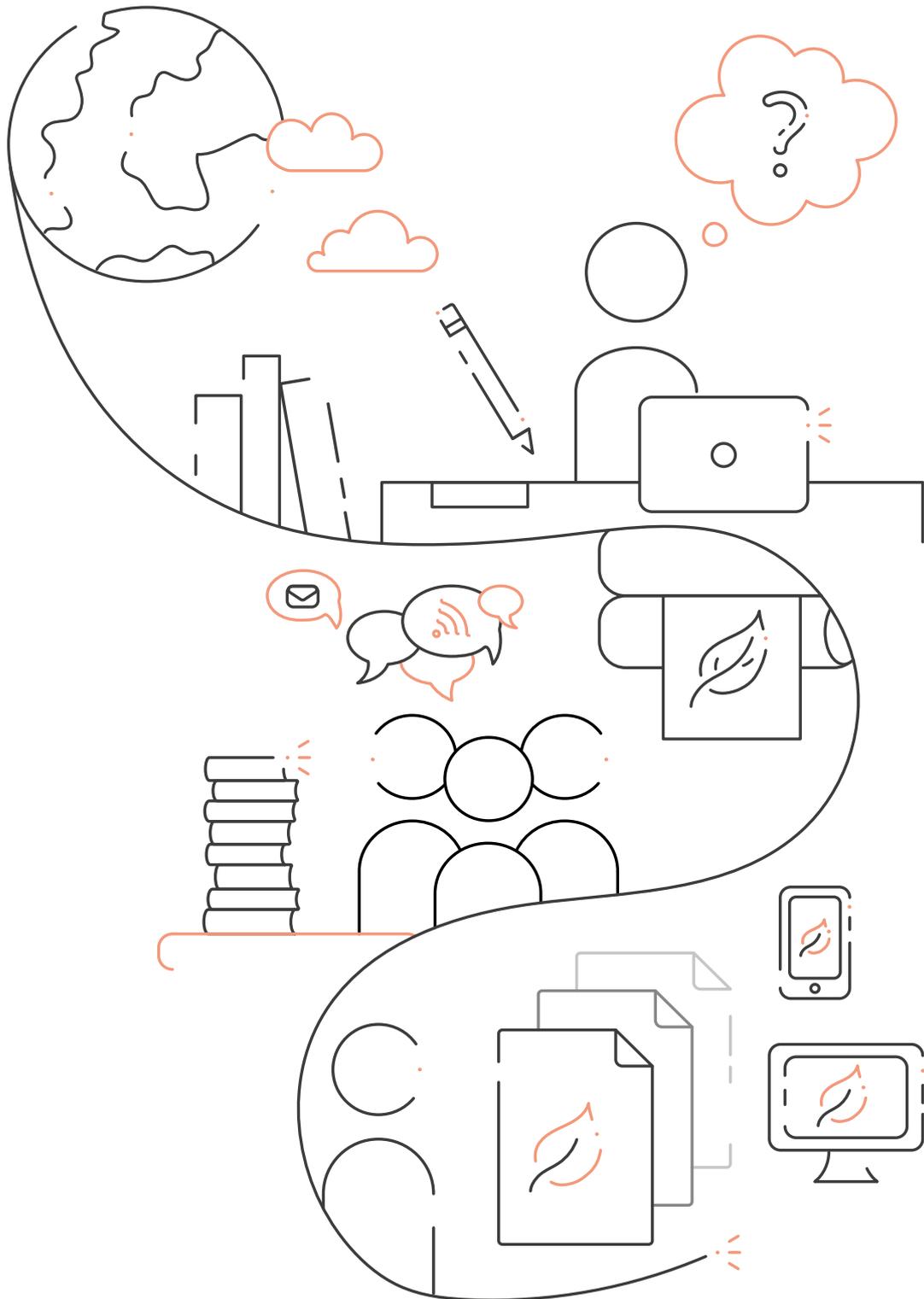
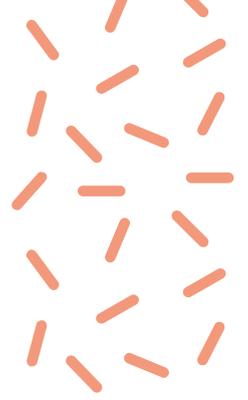
NEED TO WRITE SOMETHING DOWN?

Visit our website to go further!



4

Graphic eco-socio-design (print and web)



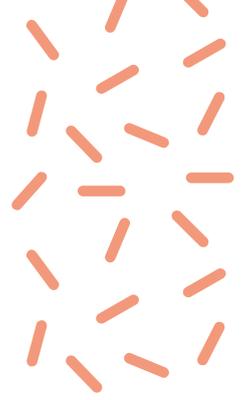


Chapter Contents





Graphic design : what impact on the environment?

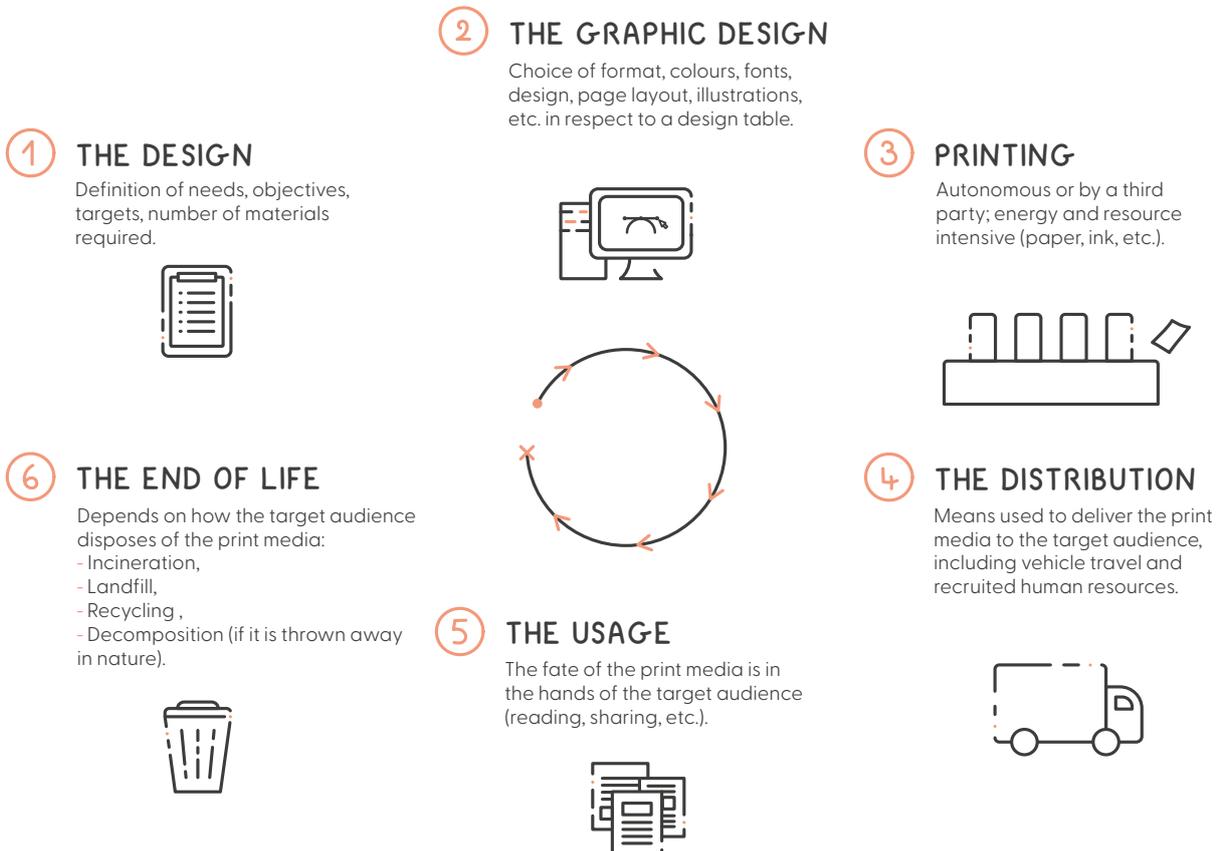


How long do you think it takes for an ink cartridge to decompose in nature? Five years? Much more. 50 years? No, no, you're not even close since they can take up to **1000 years to degrade in the natural environment**¹ ! It's perplexing when you know that **1.1 billion ink cartridges are used per year worldwide**²! In addition to the amount of energy and non-renewable resources needed to manufacture them, the toxic components they contain are also the cause of soil and water pollution when they are degraded in nature.

However, ink cartridges are essential for all printing of print communication, and only represent a part of the resources needed to produce them. Between printing and distribution, the environmental footprint of the materials we create for communication campaigns

can no longer be ignored. Beyond print communication media (brochures, flyers, posters, packaging, business cards, etc.), what about the environmental footprint of digital communication materials (videos, images, photos, publications, newsletters, etc.) when they are uploaded, hosted or distributed on the web? As mentioned several times in this guide (see Chapters 2, 6 and 7), the ecological argument for choosing digital before physical media has often been over-stated. Print publishing still has a bright future ahead of it, as long as it is designed in the right way (see next chapter on environmentally friendly printing techniques).

The life cycle of a print material



Environmental impacts in communications campaigns are largely the consequence of choices made before the printing or distribution phases of communication media, i.e. at the time of their design. In other words, we can reduce

them by integrating not only environmental considerations, but also social ones (in terms of accessibility, for example) from the creative phase. This approach can be referred to as (print and digital) **graphic eco-design**.

For communicators in charge of producing communication media (print and/or digital) following a graphic eco-design approach means taking into account the different creative factors :

- **The formats and number of pages** : determining factors for the size of the file and/or the quantity of paper needed for printing.
- **The materials** that will be used for printing, such as paper types or inks, etc.
- **Graphic design and colours** : essential for the visual identity of a structure or a product but potentially heavy on ink (print) and energy (digital).
- **Fonts** : fundamental for a good understanding of the messages transmitted, their accessibility to visually impaired people, but also the optimisation of the space taken up by the contents of the page and therefore the weight and/or the quantity of paper required during printing.
- **Digital media** on which the communication materials will be hosted and distributed.

In this fifth theme, you will find all the tips you need to integrate these parameters into your creative process.

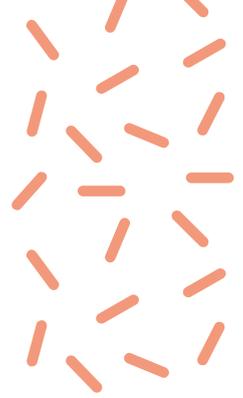


Focus in on the eco-design of BeeCom's practical guide

It goes without saying that BeeCom's creative teams have followed an eco-design approach to produce the 101 ways to practice sustainable communication guide! Throughout this chapter on graphic eco-design (print and digital), 'Zoom' boxes will allow you to follow the process of reflection and creation from which the guide results. Don't hesitate to take inspiration from them!



How to eco-design graphic media



1. PREFACE

As communicators, we think about business deals, design logos, write stories and then tell them orally or in writing. Design is both the product and basis of many of our jobs in the communications field. We must therefore adapt and, above all, find a balance between the eco-friendliness of a creation, the artistic freedom of the creative teams and the good understanding by the target audiences. To do this, we need to adopt a new mentality, reflexes and rethink our profession as communicators in its entirety.

We agree that this new mentality and these sustainable habits are not found in the "ideas" section of the local supermarket... So how do you adopt them for good? And what are the right questions to ask yourself? You've come to the right place! We advise you to read good practice files 1 and 2 without further delay.



SUMMARY OF GOOD PRACTICES

GLOSSARY

Accessibility

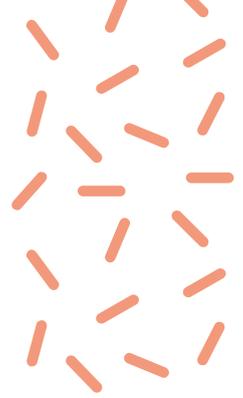
The guarantee that graphic production can be understood and appreciated by as many people as possible, including all disabilities.

Eco-design

A way of designing while minimising the negative impacts on the environment.

Graphic sobriety

Moderation adopted by the graphic designer in order to propose graphic designs that are both relevant and eco-friendly.



Making compromises

Define the relevance

To design sustainably, you must first ask yourself the right questions : eco-design starts even before you create! Start by asking yourself about the relevance of your future communication materials by referring to the diagram opposite.

Promoting sobriety

Sometimes, we just want to go all out with the colours, to design an eye-catching logo. Yet there's nothing better than simplicity. In addition to being more pleasing on the eye, simple logos adapt more easily to the media, are easier to understand, lighter in digital size and use less ink whilst printing. After all, isn't simplicity and minimalism fashionable?

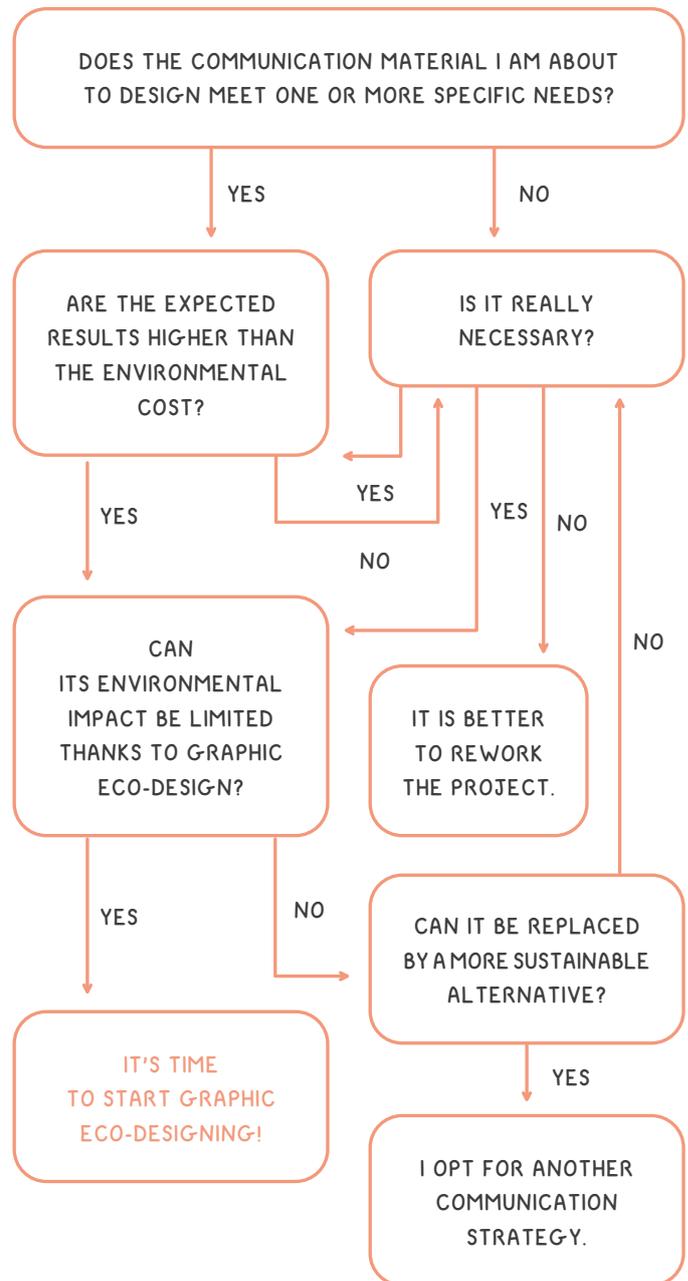


Focus in on the BeeCom logo

With its fine fonts, its eco-colours and its 'e' transformed in an artistic and symbolic way, the logo imagined by BeeCom's creative teams is eco-friendly. It saves ink while remaining impacting and attractive.



Before embarking on eco-design, let's ask the right questions!



Maintaining creative freedom

Adapting your design more sustainably does not mean putting an end to all artistic freedom, but simply not resorting to unnecessary frills. After all, if the product, service or message you're trying to sell and/or promote is relevant and attractive, it should be able to stand on its own and should not require technical gimmicks such as an overly rich colour scheme or varnish.

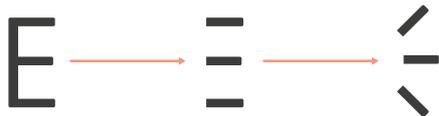
The conceptual restrictions linked to eco-design should therefore be seen as an opportunity to surpass yourself as a graphic designer and even to find a new artistic style. Designing in an eco-friendly way is a challenge that could not be more stimulating!



Tips

The "e" characteristics of the BeeCom logo are the product of a true reflection of the creative teams. The restrictions that they put on the goal of obtaining an eco-friendly logo have pushed them to put their creativity to test.

Are you also looking to make your loco eco-friendly? We advise you to deconstruct them, play around with the fonts, and see where your imagination takes you!



Remaining accessible

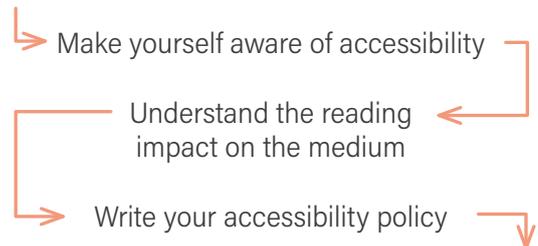
In order to design eco-friendly media, you will need to adapt your creative processes : adapting 'eco-colours', regrouping more content on one page, using black backgrounds, etc. All of these choices make it possible to limit the environmental impact of the materials that can be detrimental to reading, especially for visually impaired people. Eco-design is not limited to ecological considerations, but extends to taking into account the diversity of the public to whom the materials are addressed so that they can be accessible to everyone. Several courses of action are recommended in the following good practices files in this chapter..



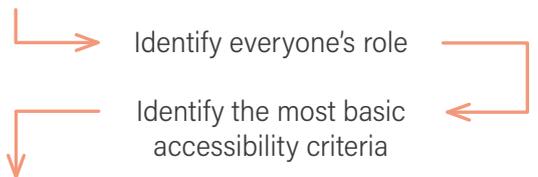
Key stages to a creative approach

Accessibility cannot be achieved overnight, it takes time. To commit to this approach long-term, it is necessary to think about it from the moment a product, service or message is investigated. Here are the steps to follow :

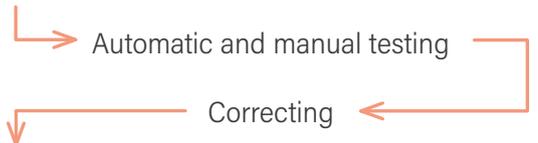
RESEARCH



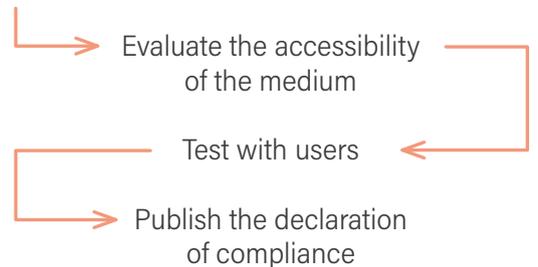
CONSTRUCTION



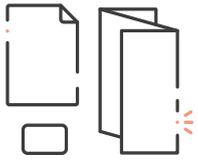
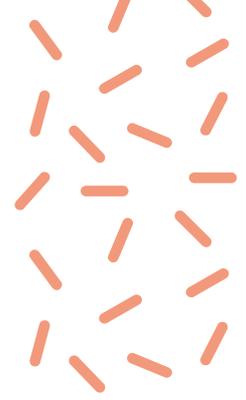
ACCELERATION



CONSOLIDATION



Source : Le « *Kit de l'accessibilité* » du Guide de la communauté beta.gouv



Adapting the creative process to the media

Considering all types of media

Print and digital : the famous duality in the world of communication. Two types of media that don't follow the same rules, that don't have the same characteristics or the same limits. As communicators, we are obliged to adapt ourselves to the media in order to be as relevant

as possible to our target audiences and our objectives. This is why it is important to remember to approach print and web differently, more especially in eco-design.

Comparative table of print and digital communication media

TYPE OF MEDIA CRITERIA	PRINT MEDIA	DIGITAL MEDIA
ACCESSIBILITY	Less customisable, the medium must be optimised before being rolled-out	The experience can be personalised : font size, light or dark themes, etc
TANGIBILITY	Concrete and palpable, more personal for the target audience	Intangible, therefore less impactive
TARGETING	More limited targeting, requires considerable resources (printing, delivery, etc.)	Can reach a very large audience, around the world
RELIABILITY	Timeless, its reliability is proven effective	More interactive and faster, but can be easily lost in the masses (mails, feeds, etc.)
IMPACT MEASURE	Less obvious and precise than digital	Very precise and updated live
COST	More expensive than digital	Less expensive than print
ENVIRONMENTAL IMPACT	Less, as paper is one of the most sustainable materials	Consequential, especially in the manufacture of electronic devices

Bringing back paper and printing

Many organisations now prefer digital to paper in an effort to reduce their environmental footprint and to 'save trees' But is this zero-paper campaign really relevant? Contrary to popular belief, paper is one of the few truly sustainable materials for a number of reasons :

- The raw material of paper, wood, is grown and harvested in a sustainable way in certified forests (recognisable mainly through the FSC® label, or PEFC™, which however is less strict).
- The surface area of European forests has **increased by 44 000 km² in ten years, equivalent to 1,500 football pitches everyday³** ! It should be noted, however, that the biodiversity of tree species has reduced, as certain species have been favoured for their greater profitability. Furthermore, deforestation in Europe has not stopped imported deforestation, although the European Parliament and Council have agreed to adopt a law to stop a considerable part of global deforestation.
- In Europe, **almost 75% of paper is recycled³**.
- With **barely 1% of global greenhouse gas emissions³**, the paper and print sector is one of the lowest industrial emitters.

Compared to paper, digital no longer seems so green. Between manufacturing electronic equipment and data centres, the environmental impact is undeniable (see chapters 2 and 7). Hence the interest in balancing the ecological arguments put forward for one medium or another; the perfect solution doesn't exist, but there are ways of doing things so as to reduce the environmental impact of the chosen media.

Differentiating between eco-design in print and digital

To eco-design, you will need to adapt yourself to the chosen medium. Here are the main objectives for print and digital :

Print eco-design

- Use the least amount of ink possible (ink rate, solid colours)
- Optimise the space used to avoid wasting paper (font size, line spacing)
- Use finer fonts, even eco-fonts

Digital eco-design

- Choose the right colours (energy consumption, accessibility)
- Adapted and correctly sized visuals (images, videos)
- Streamline and lighten the website as much as possible (light fonts and files)



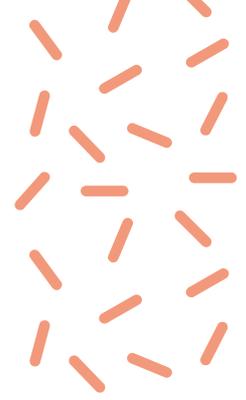
Share of global greenhouse gas emissions

Paper : 0.9%

VS

Digital : 4%

Sources : *Two Sides & Green IT*



2. PRINT ECO-GRAPHICS

Flyers, magazines, posters, business cards and leaflets, etc. There is no doubt that various print media are found everywhere in our lives. And they still have a great future ahead of them, despite the rise of digital technology! This is why it is important that we, as sustainable communicators, reconsider our way of design in these different media. Although paper and print are still going strong, there is nothing to stop us rethinking about our printed products to further reduce our environmental footprint, right from the design phase.

Therefore, what are the solutions? Is it a question of reworking your templates? Of watching your ink consumption? Of reconsidering your page layouts? And the fonts used? Actually, it's a bit of all of that. Don't worry, we'll tell you all of that in good practice files 3, 4 and 5, and then in chapter 5 which is dedicated to eco-friendly printing techniques.

SUMMARY OF GOOD PRACTICES

GLOSSARY

Eco-colours

A colour that has an inking rate of less than 100%.

Fonts

Techniques allowing the reproduction of texts by assembling characters.

Inking rate

The addition of the percentage of each of the colours of a document.

Pattern

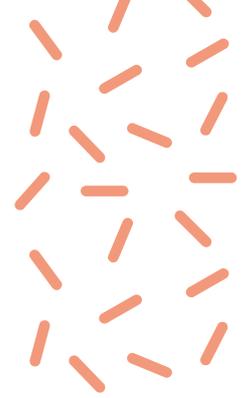
A set of points producing an image.

Quadrichromia printing process

A printing process using four base colours (cyan, magenta, yellow and black) to reproduce a large range of colours.



Lowering the inking rate



Defining the inking rate

The inking rate is the sum of the percentages of the ink used to produce an image, combining the four primary colours of the print : cyan, magenta, yellow and black. The printing technique is called the quadrichromia printing process.

The aim of eco-design is to lower the rate of ink consumption during printing. You will find below some tips on how to achieve this without affecting the relevance and aesthetics of the printed products and other visual creations.

Adopting eco-colours

The first stage to reducing your inking rate is to use more sustainable colours, also called eco-colours. These are colours that have an inking rate lower than 100%.

You can also play with the whites and adopt some techniques with great artistic potential, such as two-colour printing or even one-colour printing. And it also allows you to stand out!



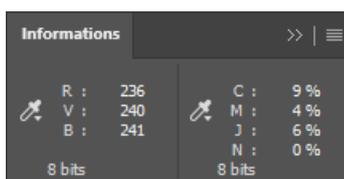
How to calculate the inking rate

In Photoshop :

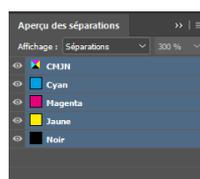
- 1- Open the image.
- 2- Click the "information" tab.
- 3- Add the indicated percentages on the right.

In InDesign :

- 1- Open the image.
- 2- Click "Window".
- 3- Then on "Exit".
- 4- And finally on "Overview of separations".
- 5- Then add the indicated percentages.



Photoshop

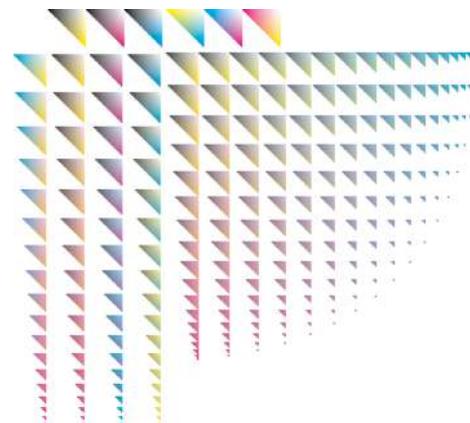


InDesign



Zoom in on BeeCom's Eco-colour Directory

BeeCom's creative teams have developed a tool that gives an overview of colours with an inking rate lower than 100% in order to facilitate their choice for the eco-design process. The tool is freely available on <https://beecom-responsible.com> in the "Resources > Toolbox" tab.



Reducing the pattern

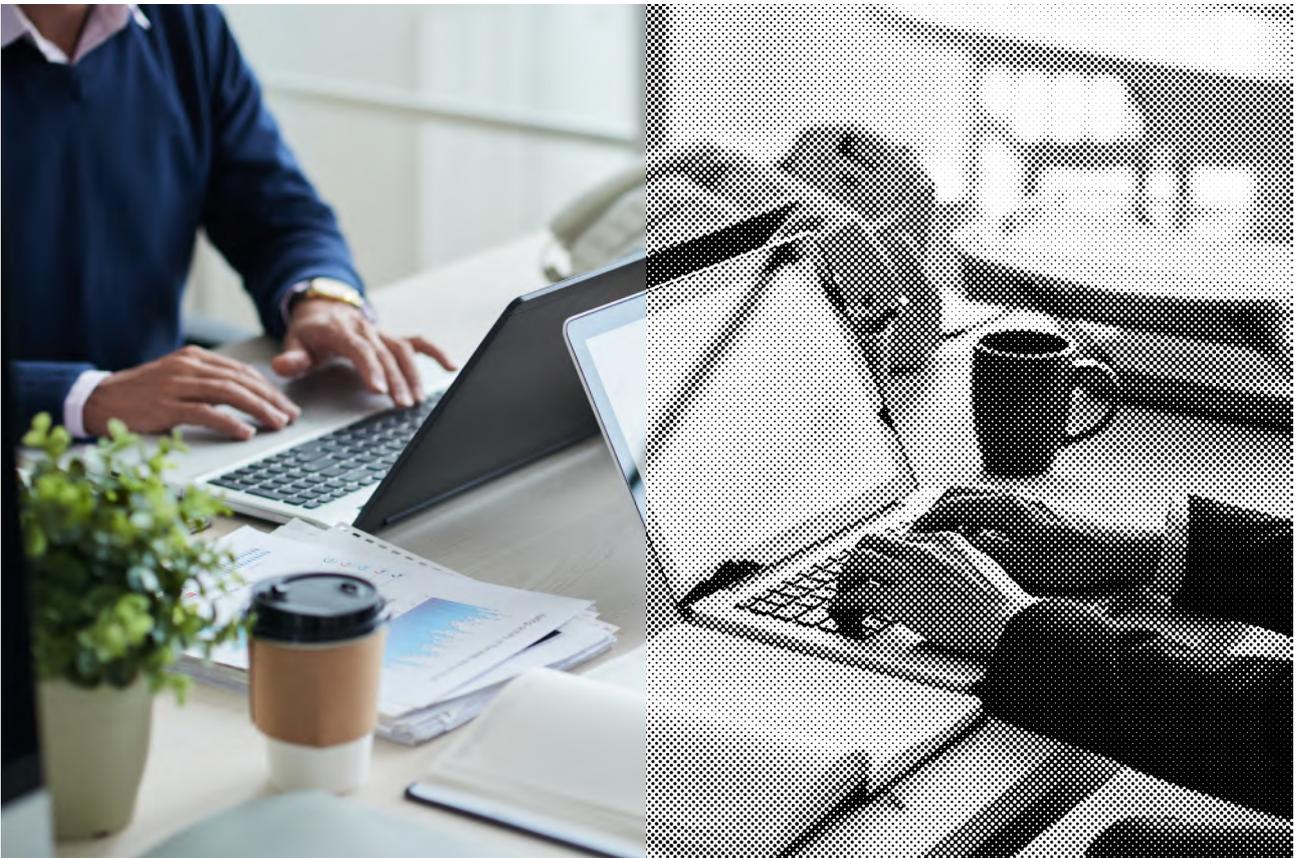
The pattern is a set of ink points used to accurately produce the desired image. By reworking and adapting your pattern, you will be able to limit its density, and therefore solid colour, which will allow you to save ink and make your image lighter.

By doing this, you can adopt different techniques :

- Choose gradients over solid colour.
- Use dotted lines over grids.
- Opt for material effects and textures.



Use patterns to save ink and to lighten your images



Original photo = 32 268 Ko

New version = 1 297 Ko



Choosing the right fonts

Sorting out traditional fonts

The ink consumption of these typefaces depends on their design, size and boldness; a bold font such as Arial will naturally be heavier than a thin Serif font such as Garamond. This is why you need to choose your fonts carefully! Here is a non-exhaustive list of really useful fonts that have much lower than average environmental impact :

- Garamond
- Times New Roman
- Calibri
- Century Gothic
- Courier New

Adopting eco-fonts

Certain fonts have been specifically designed to reduce the amount of ink used in printing :

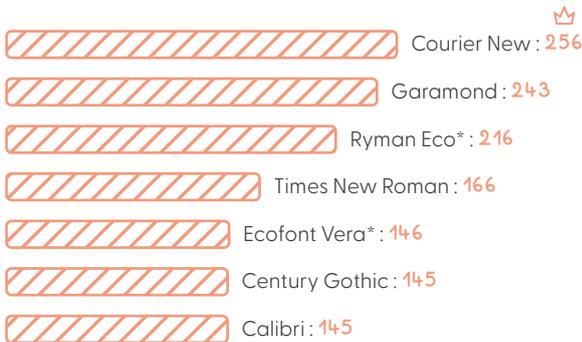
- **Ecofont** is a font with holes, thus requiring less ink than a traditional font.
- **Ryman Eco** is a font with solid and hollowed-out areas that saves ink when printing while combining legibility and elegance.

You can also create your own eco-friendly font with the **Eco-Font!** software! The latter will fill your font with small, unnoticeable holes, but enough to reduce the inking rate of your prints.



Good to know

These are classifications of fonts that consume the least amount of ink, depending on the number of pages printed before the ink cartridge runs out.



*Eco-fonts

Source : **Toner Buzz**



Typography

Garamond

Typography

Courier New

Typography

Eco Font

Typography

Ryman Eco

Adapting to spare 'printed' fonts

Spare 'printed' fonts are all the texts that are 'printed' in white on solid colour. The term "printed" is between inverted commas because it's not actually the case; the solid colour is printed, but the text is not and therefore takes on the colour of the background (most often white). In this case, you should use larger, bolder fonts to save as much ink as possible.



How to easily adapt your fonts to your media to save ink

Garamond

Arial

Encre

Encre

LESS

ink coverage

MORE

ink coverage

Encre

Encre

LESS

ink coverage

MORE

ink coverage

- There is sufficient space between characters to distinguish one letter from a group of letters (for example, to avoid confusion between the "m" and "r" associated with "n" : m/rn).



Focus in on the fonts of our guide and their accessible character

Museo
500

lllijJ rn m MW dpbq B8 COOo ea

Greycliff CF
Light

lllijJ rn m MW dpbq B8 COOo ea

Acumin Pro SemiCondensed
Light

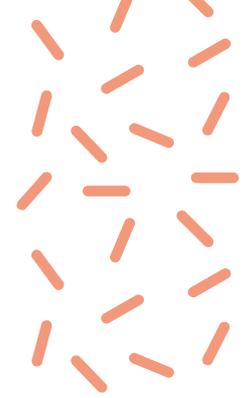
lllijJ rn m MW dpbq B8 COOo ea

Research inspired by the work of Anne-Sophie from Hello Bokeh

Ensuring the accessibility of the font

The primary goal of fonts is to be easily understandable so that reading is as smooth as possible. However, people with disabilities face certain difficulties with reading which can be exacerbated by the font used. **Here are some tips⁴** to use to ensure that the font you use is accessible to everyone :

- These characters are easily identifiable from one another, for example : Between the number 0 and the upper-case letter O (0/O), between the lower-case L and the upper-case i (l/I), etc.
- Its characters are not mirrors of each other, such as lower-case p and q or b and d are not identical characters whose meaning has simply been inverted.



Optimising the use of space

Preferring standard formats

Before optimising the use of space, you need to determine the format in which the print communication media will be produced. Knowing that the standard formats (A4 and A5) are used as reference sizes in printing, we advise you to choose these formats. They allow you to not only use envelopes and standard cardboard (generally more economical) to distribute your products, but they will also limit the amount of paper waste since there is no need to cut them. By contrast, opting for a personalised format requires cutting the paper to size, which usually results in the waste of excess paper.

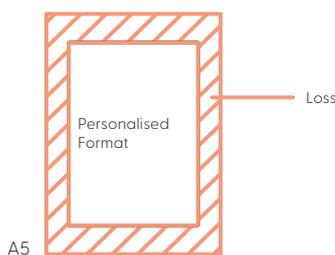
the material counter-productive). By doing this, you can for example :

- Reduce the size of the font and its boldness (although care should be taken to ensure that it is still readable to visually impaired people).
- Reduce the space between lines.
- Reduce the margins on each side of the document.



Good to know

Amount of potential paper wasted to get a personalised format (11x16cm) from an A5 (14.8x21cm) :



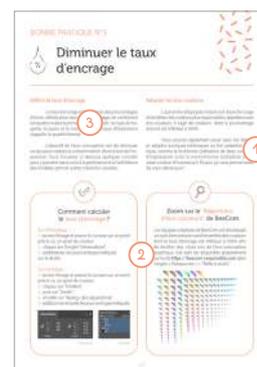
Adapting the page layout

In eco-design graphics, the objective is to use the least amount of pages possible whilst using the most amount of available space possible on the format. The first course of action consists of being efficient but synthetic in writing, so as to print only the text essentials. The second course of action consists of adapting the page layout so as to put as much content as possible on one page (taking care not to overload the page, as this could make



Zoom in on the page layout of BeeCom's practical guide

Each page has been designed to optimise the available space on a page to avoid waste, while maintaining the reading comfort and aesthetic of the guide.



- 1- Margins : white head and white foot = 15 mm, large background and small background = 13 mm to allow the page to breathe.
- 2- Gutters : 7 mm to have a compromise between readability, breathing and space saving.
- 3- Typography : choice of a legible font with a fine grease to decompose ink.

Limit the usage of visual displays

In order to save as much ink and paper as possible, avoid using images or other types of solid visuals on your printed products, unless they are absolutely necessary in terms for getting your message across or for the aesthetic of your document. In this case, apply the different tips from the good practice files. 4 in the processing of images :

- Pay attention to the inking rate (no 100% colour).
- Reduce the density of the pattern (think about the dotted lines).
- Try two-colour printing (or even monochrome).

Making text-only design work for you

Not putting a visual on a piece of creative work is a perfect opportunity to highlight the text! Working creatively with text can lead to an interesting design and, especially, be more ecological (and economical)! You can bring true added value to your texts in different ways :

- Playing, for example, with boldness (which can be relevant on solid colour).
- Experimenting with paragraph forms (to form letters, words, or even symbols, etc).



Zoom in on the image processing of BeeCom's practical guide



Before



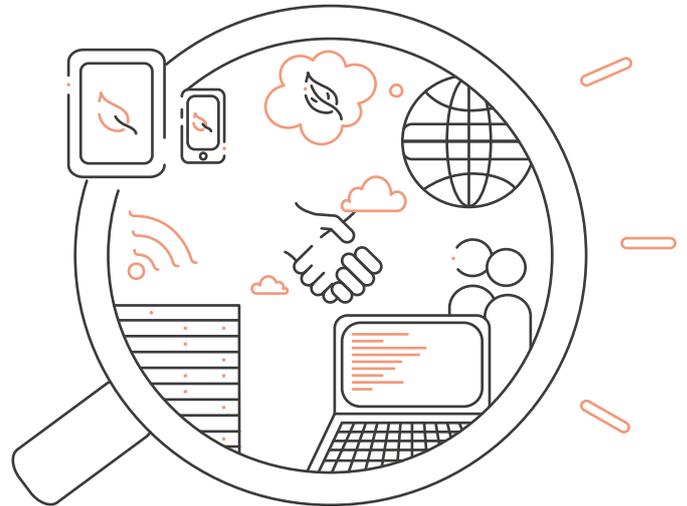
After

- 1- The image is in black and white.
 - 2- A coloured monochrome filter is added to add dynamism. The applied colour is chosen according to the theme of the guide, to which a colour has been associated in the graphic chart to facilitate navigation between chapters.
 - 3- The brightness of the image is slightly increased to reduce the amount of ink used to print this image.
 - 4- At the bottom is added a pattern that does not affect the readability of the image : to create openwork spaces that will not be printed.
- This image processing allows you to pass ink coverage of 32 268 Ko to 3 082 Ko.

3. WEB ECO-GRAPHIC

Printing is great for communicating, but so is digital. If not more so, it's still faster and more mainstream. Only, as we have seen earlier in this good practice guide, the digital world pollutes, and not just a little! It is therefore really important to keep this detail in mind when working on content and virtual creations for your websites or different social media. This is why we present you with the digital (or web) eco-design.

But to do that we need to think about how we can produce digital content in a more sustainable way. Should we rethink the aesthetic aspect of our entire website? What should we do with the files that we put online on our different web platforms? We will explain all of this in the good practice files 6, 7 and 8 in this section entirely dedicated to sustainable digital communications!



SUMMARY OF GOOD PRACTICES

GLOSSARY

Colour-blindness

Genetic sight anomaly which confuses different colours, often green and red.

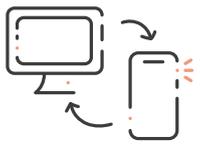
Dyslexia

Impaired ability to read or recognise written language.

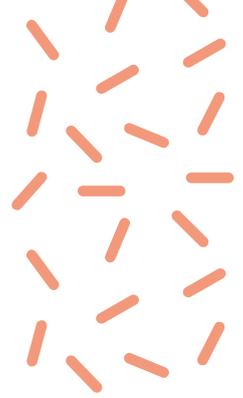
Photophobia

Sensitivity of the eyes which can lead to fear of light.

GOOD PRACTICE NO. 6



Adapting graphics to media



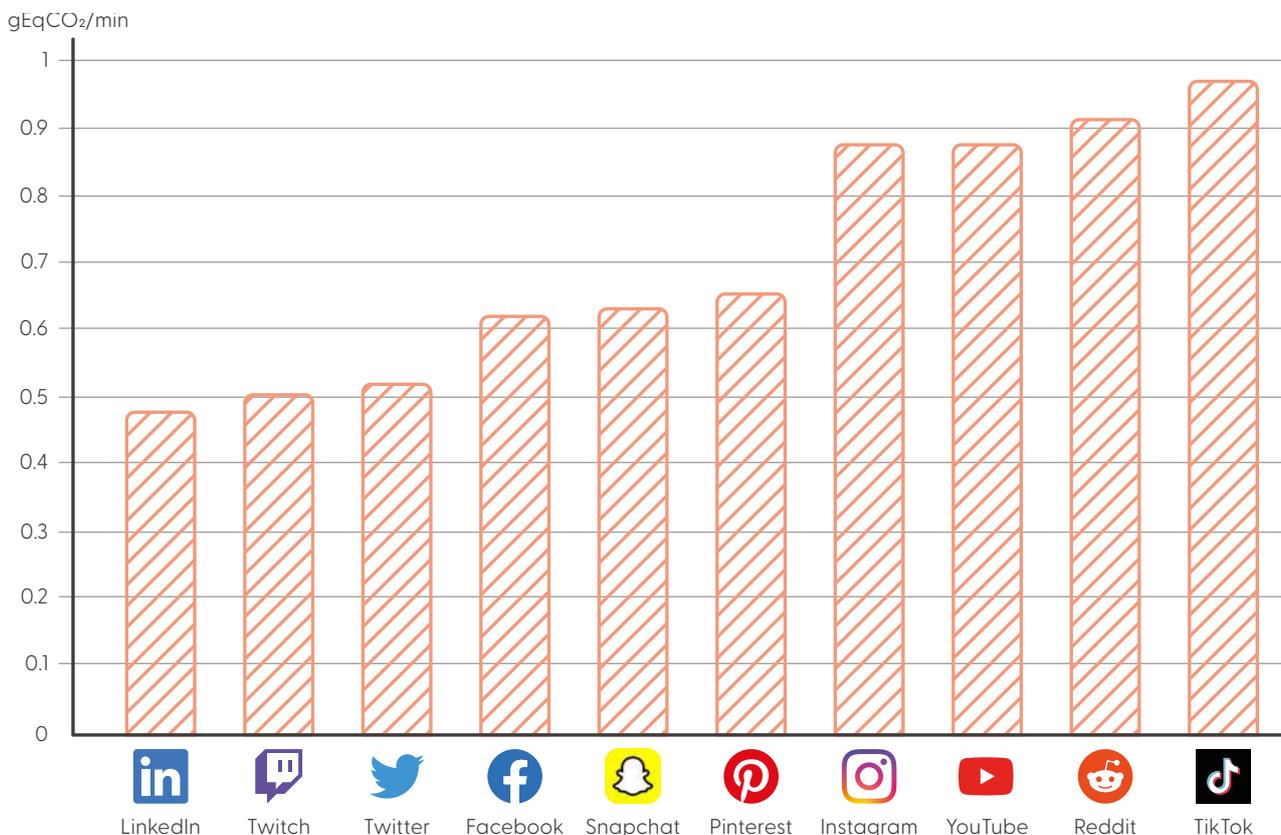
Understanding the interest of adapting oneself to the media

Instagram, TikTok, YouTube, websites, etc. There are so many digital media platforms. We tend to communicate on all these media so that we can reach as many people as possible... But is it the right strategy to adopt? We must not forget that the more we multiply our presence on networks the more we pollute! It is therefore important

to target the networks we want to publish our content on : not only in relation to our audiences, but also removing the most energy-consuming networks. This will also allow us to eco-design content specifically adapted to the media on which its published.



Classification of social networks in relation to their carbon impact



Measurement carried out by Greenspector 13 April 2023, over a period of 60 seconds

Source : **Greenspector**

Designing for the website

On your website, you are free to design as you wish. But if you want to reduce your environmental impact, it can be good to measure your image and video usage, and to focus on writing instead. Therefore try to make your texts beautiful, and to give them more value and use visual content if necessary. You will find some tips on this subject in the good practice files 8 and in chapter 7, which is dedicated to digital eco-design!



Zoom

You can combine your texts with some well-dimensioned photos and lighter geometric illustrations. Keep in mind that adding a low-energy mode, which would allow you to optimise your website's energy consumption, would be very interesting !



How to limit the impact of your videos

Resolution : no more than 480p.

Length : no longer than one minute 30 seconds.

Format : 1 :1 on news feeds.

Accessibility : subtitles.

Designing for social networks

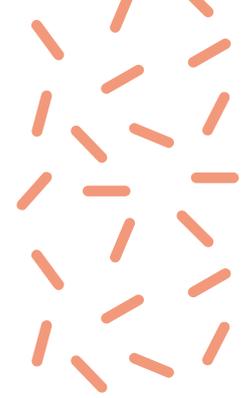
Visuals and videos are necessary on social networks. So here are a few things you can do to reduce your environmental impact without compromising the relevance of your content.

Visuals :

- Make sure that your images are not bigger than the dimensions supported by the social network.
- Moderate the number of visuals that you post, you don't always need to make image carousels.

Videos :

- Think mobile : the users are most often on their telephones You can therefore reduce the quality of your videos.
- You don't need to post long videos, one minute 30 seconds is enough.
- Add subtitles to maximise accessibility, particularly for the hard of hearing.



Prioritising dark themes

Understanding the consumption of colours on a screen

The colours displayed on your screens have an impact on the energy consumption of your device, as well as the brightness. On the same screen, white and blue are the most energy consuming, by contrast black is the colour that consumes the least. But pay attention, you need to bear in mind that these differences in energy consumption depend on the device used, as well as the screen technology with which it is equipped.



Good to know

Energy consumption of the main colours on an AMOLED screen (Nexus 6), in increasing order :



Source : Greenspector

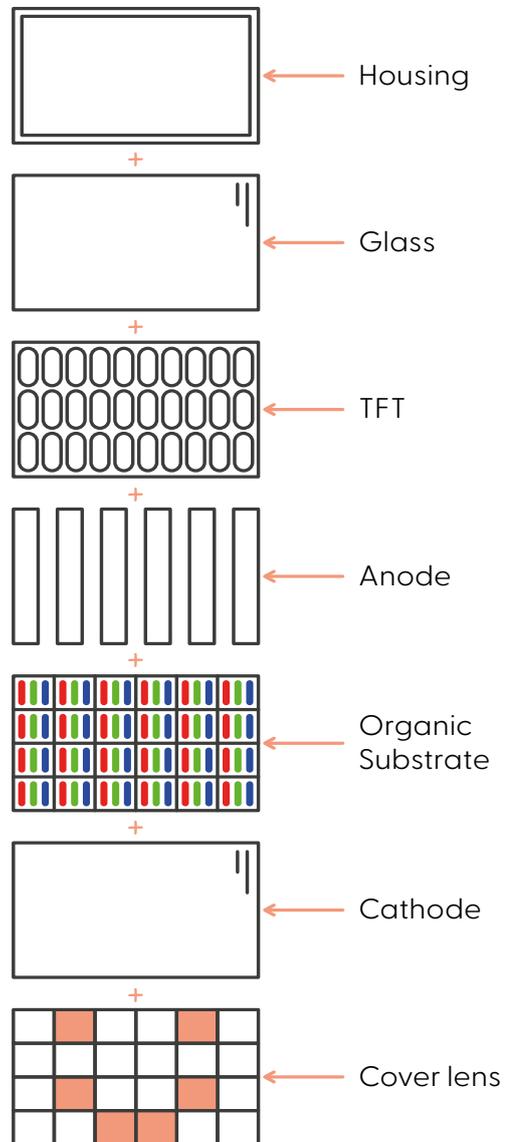
Comparing different screen technologies

Not all screen technologies are made the same : some save energy when dark colours are displayed, while others do not. That's why we focus on one technology in particular : AMOLED.

To display black, AMOLED screens turn off their LEDs, which reduces their energy consumption. On these screens, dark themes are less energy consuming, and therefore more interesting! This is not necessarily the case on other types of screens, such as LCD.



Operation of an AMOLED display



Source : Tech Society

Evaluating the accessibility of dark themes

Dark themes bring their own set of questions, particularly in terms of accessibility. According to **Sheri Byrne-Haber**⁵, writer and expert on this topic, dark themes don't provide the best contrasts and are not necessarily easier to read than bright themes, contrary to common beliefs. On these points, it really depends on the person. Bright themes are, on the other hand, susceptible to cause the user to have photophobia! But they can pose more problems for colour-blind people and dyslexic people.

Summing up the relevance of dark themes

Developing dark themes is important : they allow you, on the right screens, to save energy. However, not everyone is equipped with AMOLED screens (yet), and therefore can't benefit from this advantage. Furthermore, we have seen that black screens are not the most accessible for certain groups of people.

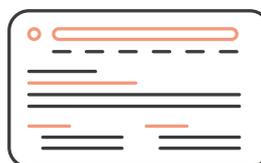
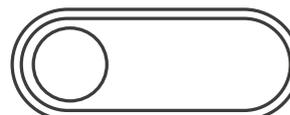
The idea is therefore to offer both a light theme and a dark theme, leaving the choice to the user. You can facilitate the switch between the two themes, by making it obvious it can improve the user's comfort, for example.



Good to know

What's an obvious switch?

A slider begging to be clicked, for example!



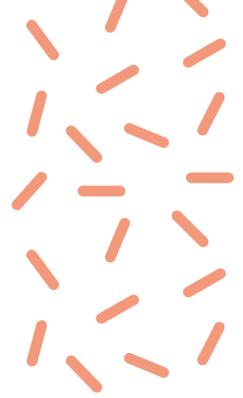
Attention

People affected by colour-blindness have more problems with reading on black backgrounds than on white backgrounds.

By adopting **eco-friendly graphic designs**, it is possible to reduce **the environmental impact** of our graphic creations.

By adopting **eco-friendly graphic designs**, it is possible to reduce **the environmental impact** of our graphic creations.

Source : *Sheri Byrne-Haber*



Optimising file size

Reducing visual content

Images represent almost half of a website's size. Hence the interest in rethinking about their use and their format. First of all, think about uploading your images in the right dimensions because the user consumes energy by resizing them.

To reduce your visual content, here are the formats to pick when you export your visual creations :

→ .jpeg or .webp for photos

→ .svg or .jpg for photos

Also reflect on the relevancy of your images : are several really necessary? Wouldn't one be enough?



VS

It's better to pick just one photo to use than several. This can be your opportunity to communicate your creativity!



or



Compressing visuals

One effective way to reduce the weight of your images, and as a result the environmental impact of your website, is to compress your visuals. There are two types of compression :

→ 'Lossy' compression lightly reduces the visual quality of your image to lower its file size.

→ 'Lossless' compression reduces the size of the image but keeps its visual quality to the human eye.

There are several software programmes that help you compress your images :

→ Shortpixel

→ Image Compressor

→ TinyPNG



Do you see the difference between these two images?

Yet, one is compressed, the other isn't.



Uncompressed image
32 268 Ko

Compressed image
1 297 Ko

Moderating videos

Videos alone account for **more than half of internet traffic**⁶. They take up a significant amount of bandwidth across websites and social media, much more than images. As a result it's a good idea to rethink our use of videos, and question their relevance. Here are some tips to use to limit the environmental impact of your video on the internet :

- Suggest short videos, no more than one minute 30 seconds.
- Don't exceed more than a 720p resolution, which is enough for most computer screens.
- Don't insert a background video that starts automatically (in the header, for example).

Bonus : consider putting subtitles to improve not only accessibility but also the effectiveness of the video. In fact, a lot of people watch them without sound (on public transport or in open space for example).



Did you know?

Online videos generate more than **300 million tonnes of CO₂ per year**.

Source : *The Shift Project*

Compressing videos with the Handbrake tool

- **Step 1** : Freely download the Handbrake tool from the website.
- **Step 2** : Open the software and select the video that you want to compress.
- **Step 3** : Choose the MP4 format in the "Summary" tab and click "Web Optimized" and "Align A/V Start".
- **Step 4** : Click the "Video" tab and select "H264" as video encoder, choose the "Same as source" framerate, and click "Constant framerate". For the quality, select "Constant Quality" then drag the cursor. The lower the number, the higher the quality. The Shift Project recommends 22.

- **Step 5** : Click the "Dimensions" tab and enter the values 1280 and 720 in the two "Storage size" spaces and then click "Keep Aspect Ratio". Select "off" in the "Anamorphic" space and 2 in the "Modulus" space. Leave the "Cropping" preference in automatic.

- **Step 6** : Click on the "Audio" tab and make sure to have only one audio track at the top of the list. Select "stereo" in "Mixdown" and leave the "Samplerate" in "auto".

- **Step 7** : At the bottom of the Handbrake window, complete the "Save as" field with the name you want to give your compressed video, then select in "To :" the place to where you want to export this video.

- **Step 8** : Click on "Save new preset", give it a name and then click "Add". This allows you to use the same method on other videos.

- **Step 9** : Start compressing your video by clicking "Start"!



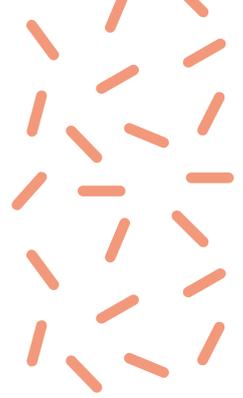
Reducing the weight of videos using Handbrake (en Mo)

	BEFORE	AFTER	REDUCTION
TRANSITION PARTS	100	1,7	98,3 %
ETHICS AND MORALITY	35,93	5,5	84,7 %
EARTH!	351	32,5	90,8 %
TOTAL	486,93	39,7	91,85

Source : *Gauthier Roussilhe, The Shift Project*



Want to go further?



ADDITIONAL RESOURCES

1) Useful tools



Colorable

evaluates the contrast between two colours in terms of accessibility.



Handbrake

compresses your videos.



Colors

allows you to create your own colour pallets.



Image Compressor

compresses your images.



Eco-Font

allows you to create your own eco-friendly font.



Shortpixel

compresses your images.



Ecoindex

evaluates the environmental impact of your website.



TinyPNG

optimises the weight of your images.

2) Inspirational bibliography

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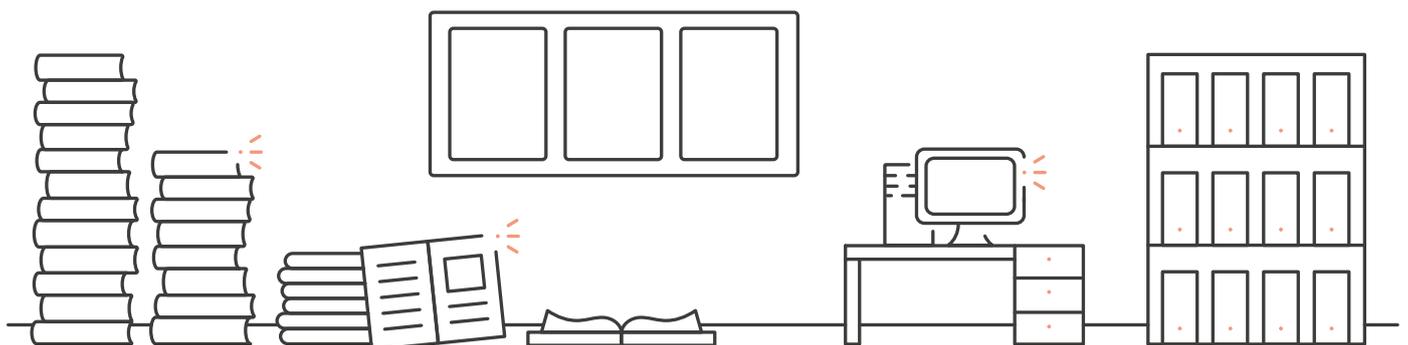
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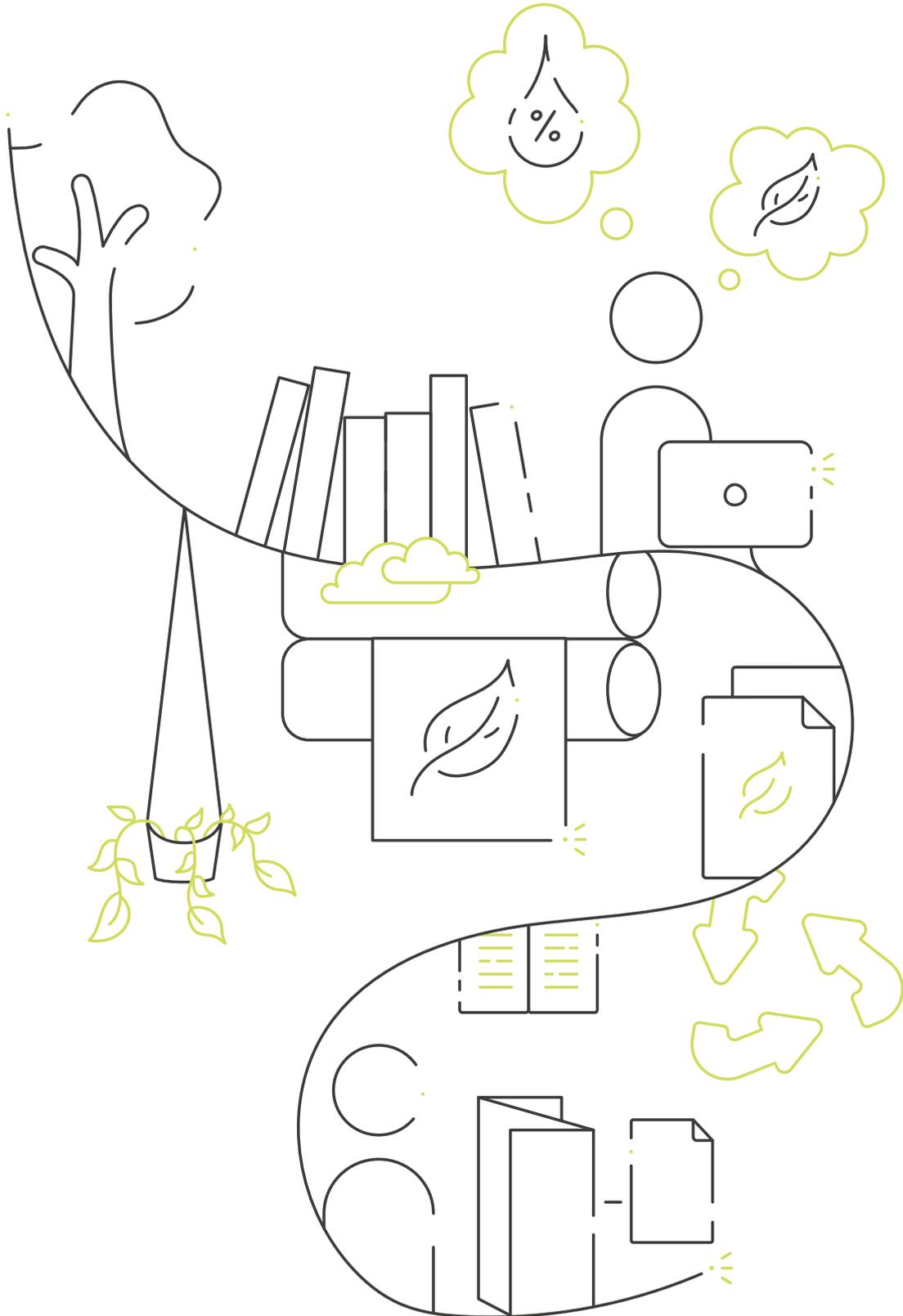
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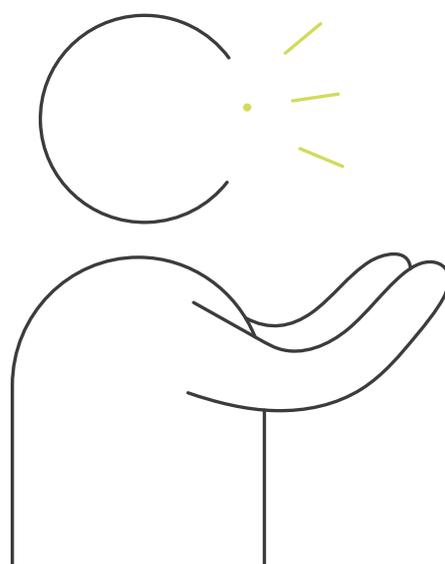
5

Eco-responsible printing techniques





Chapter Contents





Achieving high-quality printing



Since the publication of the first book, printed by Johannes Gutenberg (Germany, 1454), reproducing information on paper has been the norm when it comes to communication. It took the emergence of radio (1899), television (1926), the computer (1946), and ultimately the internet (1989) for this dominance to be eroded little by little. The fact remains that print maintains a prominent position in the communication sector, as it has the ability to defy time, by sharing content in the depth of its dimensions. Print also occasionally fills a niche that no other medium could fill. The volume of printing on paper therefore continues to have a substantial impact on the planet and it is our responsibility to minimise this impact. It is immediately obvious : the actual printing footprint initially has resulting impacts on the paper and the inks. Beyond that, distribution will have significant consequences on the carbon footprint created by the printing.

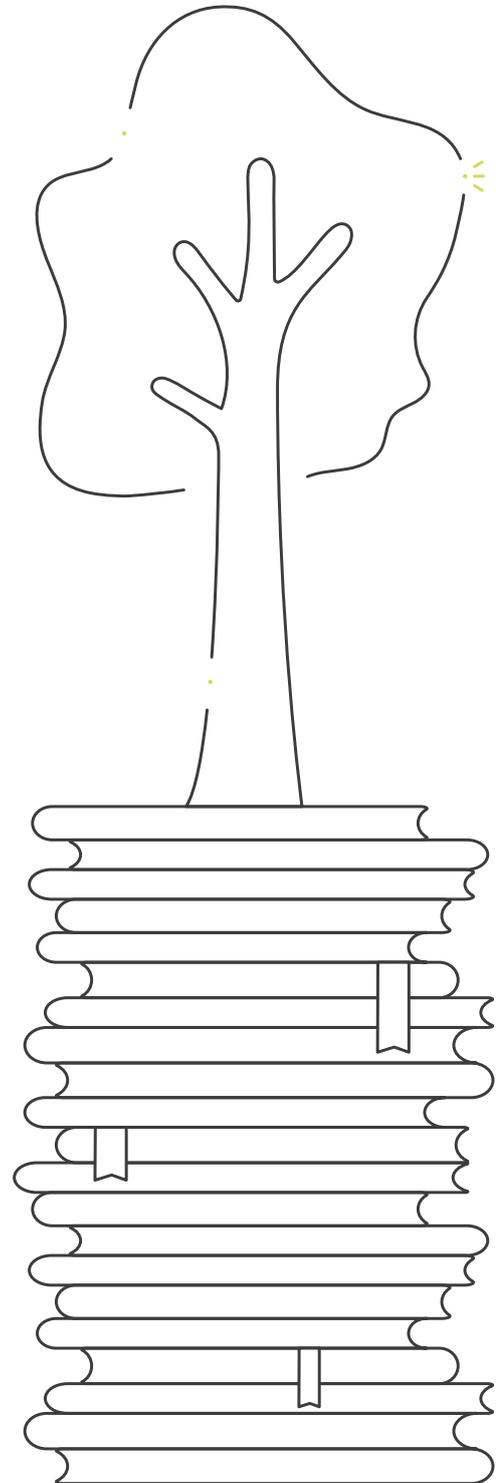
First of all, let's dispel a few preconceived ideas about paper : only 13% of the world's wood harvest is used for the manufacture of paper (30% is intended for industrial use and 50% for fuel *). And, even if the production of paper pulp is increasing in South America, the massive forested regions earmarked for paper are stabilising, even growing (in Europe), thanks to certification channels. In addition, paper is one of the best recycled materials (up to 73% in Europe), which makes it an example that demonstrates the principles of the circular economy.

(*) Source : FAOstat, 2018



Did you know?

Reading on paper often gives better comprehension results than reading via digital media (Educational research review, 2018). The printed document gives us the opportunity to have an overview and to better develop our critical eye. In this regard, the old practices are often effective : having a pen to hand, making notes in the margin, circling or highlighting.



“THE IMPACT OF PRINTING MAINLY INVOLVES PAPER, INKS AND DISTRIBUTION...”



How to adopt eco-responsible printing techniques



1. THE PAPER MEDIUM

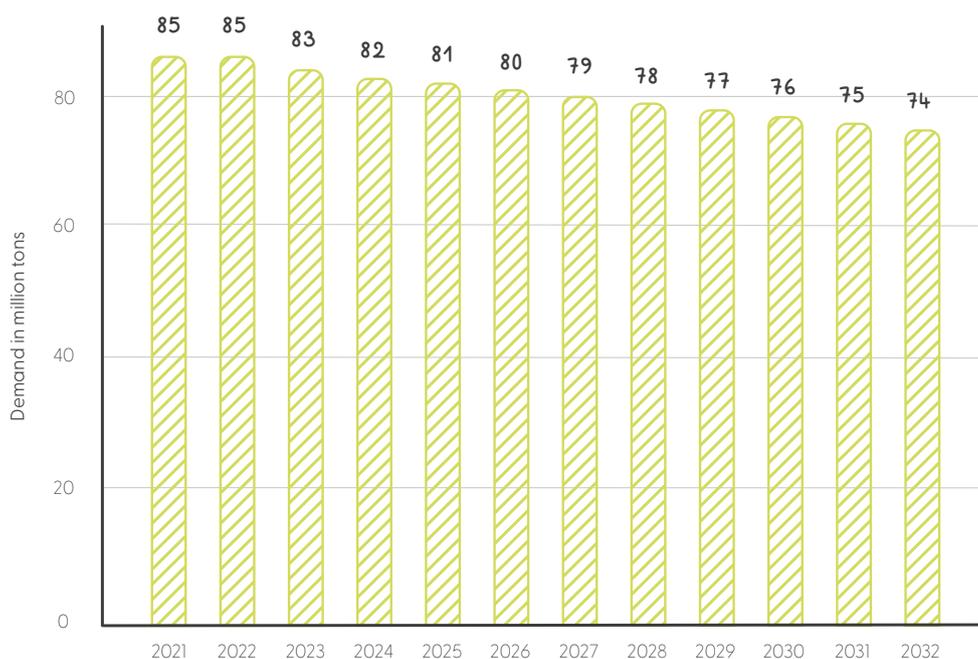
With the exception of North and Central America, the reference format for a common sheet of paper is A4. You fold it in half, it's A5; in four, A6. You double it, it becomes A3; double it again, it's A2... all the way up to A0! In the printing sector, the international standard supplements category A with B and C, offering a variety of options. Each time, the proportions have been calculated in such a way as to avoid wasting paper after folding into book, brochure or catalogue format. Once made by hand, the sheets of paper are now produced industrially, which gives them perfect surface and weight stability.

Between 1.5 and three tonnes of wood are needed to produce one tonne of paper¹! Regardless of how it is manufactured, paper mainly requires wood fibre. Adhesives are added to this raw material to improve the cohesion of the fibres, as well as additives to correct the colour or the mechanical properties (adhesion of the ink). Sustainable labels appeared at the end of the 1990s to encourage the responsible use of wood. Thus, the FSC (Forest Stewardship Council) label requires the planting of a new tree for every tree that is cut down. Using recycled paper often also reduces the carbon footprint of a print.



Worldwide consumption of **impresso** and **written paper** between 2021 and 2031

The gradual balance between digital communication and paper communication is leading to a gradual reduction in paper consumption over the next ten years.



Source : www.statista.com

GLOSSARY

Carbon footprint

Refers to greenhouse gas emissions from human activities. The emission factors associated with energy sources essentially correspond to CO₂ emissions.

Certified paper

Paper from forests managed at a rate that maintains their biodiversity, productivity, capacity for regeneration, and vitality, without causing damage to other ecosystems.

Eco-label

Certifies that the products or services are manufactured in accordance with defined criteria with a view to reducing negative impacts on the environment.

Mineral paper

This has the appearance of paper, but does not contain any organic matter. Stone is its main component; it is consolidated by a binder containing fibreglass.

Paper offcuts

Waste paper, after cutting to print size. Generally, this waste is sent to sorting centres to produce recycled paper.

Recycled paper

Newly produced paper, based on paper already used. The ISO 14021 standard specifies that recyclability requires the existence of collection and sorting systems, with a view to effective recycling.

Upcycling

This is a practice that enhances objects, giving them a new life! In the case of paper, these are, for example, offcuts used to produce notebooks or sheets used for packaging!



Choosing your paper

Prioritising classic formats

How to reconcile graphic creativity with a minimal ecological footprint? The balance is not easy to attain when you want a print that goes off the beaten track while respecting the available formats. Discuss this with your printer : they will confirm the possible solutions, depending on the size of their machines. You may have to compromise on the dimensions of the final print. Anyway, avoid at all costs 'the offcuts' - that part of the unprinted paper that will have to be sent away for recycling.

Choosing the right weight

The most common paper weight is 80g, (i.e. a one square metre sheet of this paper weighs 80g). The inside pages of a brochure are most often between 80g and 115g, while the cover is 135g - to support the presence of the print. But the range of weights is vast - from 15g (tissue paper) to 350g or more (strong cardboard, e.g. for invitations). The lighter the paper, the less impact it will have on the use of raw resources, handling and transport. However, although thick paper has a greater environmental impact per unit during the manufacturing phase, it will last longer and can be consulted by several people; this will reduce its impact of use.



Good to know

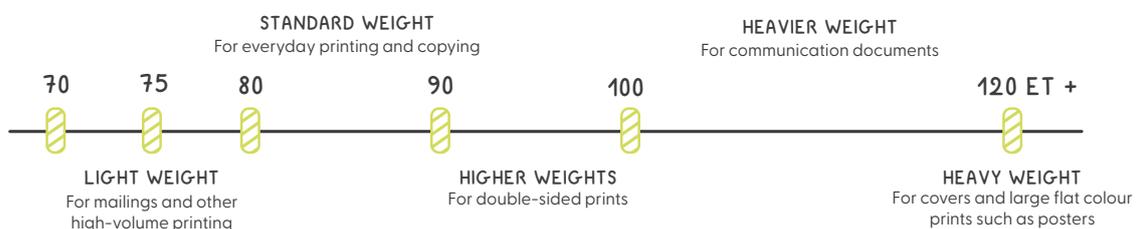
Think about it! Bind offcuts from the printer to make pretty notebooks. This will be a nice example of "upcycling"! In Belgium, OddPaper has made it its specialty.



Source : www.oddpaper.be



A scale of the different weights of paper, depending on your needs



Source : MaxiBuro

Selecting the right whiteness

Most often, chemicals are needed in order to bleach the paper. Fortunately, it is possible to bleach paper without resorting to environmentally harmful products. These ecologically bleached papers have one of these labels :

→ **ECF** (Sin cloro elemental)

→ **TCF** (Totalmente libre de cloro)



Recycled paper rarely has the same whiteness as paper made from virgin plant fibres. Using this can be a great way to affirm your eco-responsible commitment, so don't hesitate to think outside the box! On the other hand, if you want paper that is as white as possible, we recommend prioritising paper from sustainable and certified forests.

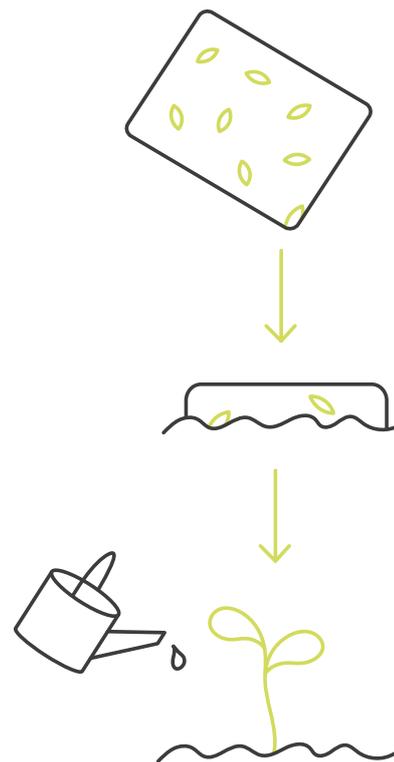


A closer look at seed paper

Imagine a sheet of paper made from vegetable raw materials, sprinkled with seeds and which blooms once planted in the soil and watered : that's seed paper.

But is it really more ecological than conventional paper? It depends on the paper and seeds being used. The recycled paper that serves as the basis for the seed paper can indeed contain chemicals, which will therefore pollute the soil when it is planted. In addition, the seeds used come mainly from Latin America and/or are from class F1 hybrid varieties (which can, among other things, lead to risks of genetic contamination with wild plants).

In conclusion, seed paper is an alternative to recycling and a great way to stand out from the crowd, but for this to be truly beneficial for the environment, it is necessary to choose a service provider that can ensure the traceability of the paper and seeds, and that uses inks that are also biodegradable.



Source : *Lichen*



Prioritising certified papers



Understanding the importance of labels and certifications

While the use of paper has quadrupled since the 1970s, forest management is a priority for which the labels act as guarantors. By capturing carbon, trees contribute to the reduction of greenhouse gases and air pollution; increasing the number of trees is therefore essential for stabilising climate change. This is how the FSC (Forest Stewardship Council) was born, on the initiative of NGOs such as Greenpeace, Soil Association or the WWF. Together, they ensure that the sector is controlled, by certifying that a felled tree is compensated by a replanted tree. The label also establishes a social framework for respecting the rights of foresters. Labels similar to FSC are Blue Angel (Germany), Nordic Swan, PEFC (Programme for the Endorsement of Forest Certification), and EU Ecolabel. In total, more than 60% of paper production in Europe is certified; the global average is 12%.

Comparing certified paper and recycled paper

Is using recycled paper more recommended than using certified paper? Not always! First, because the impacts of collecting and converting paper are significant; secondly, because paper can be recycled a maximum of five to seven times before it loses its properties. In addition, the rendering of recycled paper is much less shiny for colour prints. Either way, recycling will be fine for packaging boxes. In addition, caution is advised when it comes to 'mineral paper': even if it is produced from recovered materials, it is itself neither recyclable nor biodegradable.



Good to know

More than 60% of European forests are "certified sustainable"; the global average is 12%; the most important label is FSC (Forest Stewardship Council).



Source : FSC Connect



Good to know

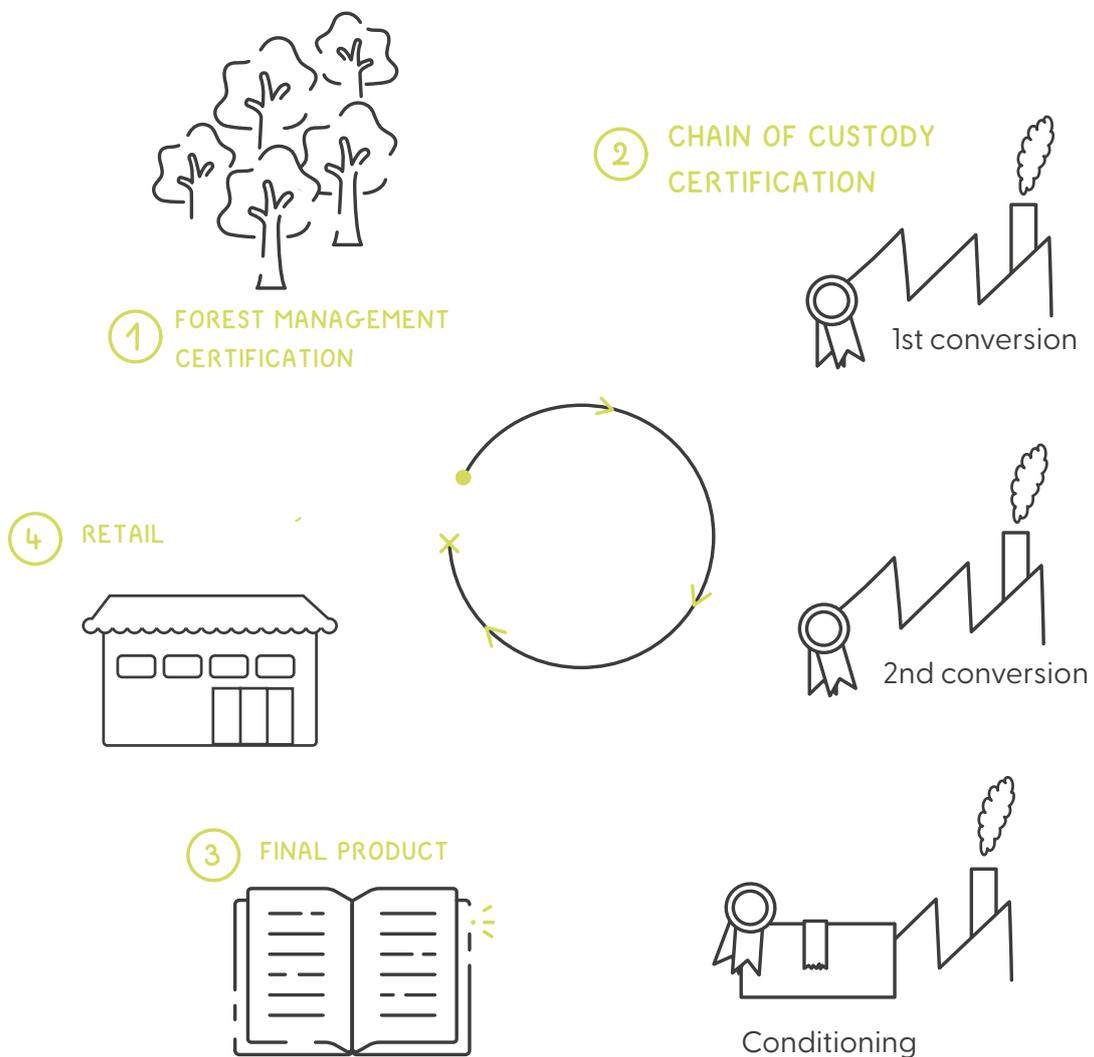
The website "www.papercalculator.org" allows you to calculate the environmental impact of your paper consumption.

The lowdown on certified and recycled paper

- Require certified paper : it guarantees that the trees felled for the manufacture of paper are compensated by replanting. The label also guarantees a social framework for respecting the rights of foresters.
- Paper can be recycled a maximum of five to seven times before losing its properties; favour it for packaging.
- Beware of 'mineral paper,' which is neither recyclable nor biodegradable.



Tracking of a chain of custody for paper from an FSC-certified forest



Source : FSC

GOOD PRACTICE NO. 3



Fighting waste



Limiting the production of waste

At all stages of its production and distribution, printed matter represents waste - mainly paper, inks and solvents. The use of adequate paper sizes therefore limits unnecessary waste. Avoid reprinting : each print launch requires many 'pass sheets' (about 10% of the volume of paper needed to set up a machine). In addition, upstream and downstream packaging generates substantial waste. In order to limit waste, it is up to all the stakeholders in the graphic chain to ensure an optimal calculation of the materials involved.

Recycling rather than throwing away

Did you know that paper is one of the easiest materials to recycle? In addition to being perfectly recyclable, the plant fibres that make up the paper are biodegradable and are not harmful to the environment or our health.

Unlike paper, ink cartridges can harm the environment. Fortunately, they can also be recycled! To do this, drop off your cartridges at the recycling centre or at collection points provided for this purpose.

The lowdown on printing waste

- Printing waste is mainly generated at three levels : paper, inks and solvents.
- Calculate the number of useful copies, to avoid reprinting.
- Good planning helps to optimise upstream and downstream packaging.



780 000

That is the quantity of paper which is used every minute in the world! Fortunately, paper recycling sectors have been implemented around the world. Paper is one of the wastes which is most easily included in a circular economy process : in return, recycled paper offers efficient packaging.

Source : *Planétoscope*



Did you know?

The paper cycle cannot be maintained without the addition of new fibres, which tend to degrade over time. This is why the printing industry needs virgin fibres from responsibly managed forests.





2. THE PRINTING PROCESS

Two main technical processes are used to reproduce printed matter : offset and digital printing. First of all, offset can be produced on a wide range of machine formats, an infinite variety of papers and in large quantities. The colours of texts and images are recomposed by four units of primary liquid ink colours (cyan, magenta, yellow and black - summarised by the acronym CMYK). For its part, digital printing is carried out on smaller machines and a limited number of papers whose surface is suitable for powder ink toners. Digital responds to limited print volumes. It is most often up to the graphic designer to advise a printer who has the ability to integrate environmental criteria at each stage of production.

Printing techniques, such as screen printing, heliogravure or flexography, etc., also exist for printing on special materials (fabric, plastic, wood, metal, ceramic). They are most often handcrafted, but are sometimes also used for large volumes. We will not dwell on this point, since the same factors requiring attention apply, in the same way as for offset or digital.

	Digital	VS	Offset	
Suited for short/ medium print runs.		QUANTITY		Ideal for larger volume printing.
Limited to 4 colour process printing.		QUALITY		More consistent colour computer to plate = high quality image.
Faster turnaround less setup time.		TIME		Longer setup time, most inks require drying time.
Cheaper for low volume printing.		BUDGET		Price per unit goes down as quantity goes up.

GLOSSARY

Digital printing

Process for printing documents directly from computer data, in a continuous flow, directly from the computer to the printing machine.

Eco-label

Certifies that the products or services are manufactured in accordance with defined criteria with a view to reducing negative impacts on the environment.

Flexography

Direct relief printing process, upside down. The printing element is a polymer or rubber printing plate mounted on a cylinder. The ink will be transferred from the inkwell to the printing plate by a ribbed cylinder which will distribute the ink.

Heliogravure

Direct and intaglio printing process. The printing form is a metal cylinder coated with a layer of copper on which the pattern to be printed is engraved. The depth of the engraving varies according to the intensity of the desired tint.

Offset printing

Flat indirect printing process, whose printing element, mounted on a cylinder, is an aluminium plate coated with a greasy substance on the areas to be printed which will attract the ink. This plate receives a dampening solution and ink, the water repelling the ink on the coated areas to be printed (principle of hydrophilicity).

Paper offcuts

Waste paper, after cutting to print size. Generally, this waste is sent to sorting centres to produce recycled paper.

Pass sheets

To obtain the best print result on their offset machine, the printer carries out several printing tests. These trial sheets represent $\pm 10\%$ of the total printed volume; they will be recycled.

Pigments for inks

Pigments are used to colour printing inks. When they are of vegetable origin, they have the advantage of a more natural look and cause less impact on the environment.

Screen printing

Process using stencils interposed between the ink and the material. This technique allows printing on various materials, such as textiles, metal, plastic, glass or wood.



Selecting only committed printers



Recognising a committed printer

More and more printers are obtaining a label that authenticates their compliance with standards - e.g. ISO 14001 (Environmental management). Rank them at the top of your selection grid. However, make sure you visit one of them before making your choice. You will thus find out when a printer is attentive to the types, formats and impacts of the different kinds of paper. Another will demonstrate the attention paid to the selection of supplies and their efforts to minimise waste (paper, inks, solvents). Still others will manage their own wastewater treatment plant to treat wastewater. You will complete your analysis with the social commitments of printers (employment of unskilled and/or disabled personnel), as well as the impact of transport - these will also weigh on the footprint of your printed matter.

Selecting a committed printer

- Prioritising printers holding a certification - e.g. ISO 14001.
- Visit the printer to check how committed they are.
- Major differences exist between official recognition and the actions actually taken, mainly when it comes to the use of resources, waste treatment and social commitments.



Did you know?

Apart from environmental standards, the European Printers Federation (www.fespa.com) mainly recommends ISO certifications (9001, quality management / 14001, environmental management), as well as Fogra certification, which applies specifically to the quality of digital prints. Many countries are adopting their own certification (e.g. Imprim'vert, in France).





What are the most relevant eco-labels?

Concerning **paper** :

Label	Applicable to several products	International	Taking into account the end of life	Taking into account social criteria	Exhaustive specifications	Note / 5
Blue Angel	✓✓✓✓✓	✓✓✓✓	✓✓✓✓	✗	✓✓✓✓✓	4,5
Nordic Swan	✓✓✓✓✓	✓✓✓✓	✓✓✓✓	✗	✓✓✓✓✓	4,5
Ecolabel européen	✓✓	✓✓	✓✓✓	✗	✓✓✓✓	4
FSC	✗	✓✓✓✓✓	✓	✓✓✓	✓✓✓	3,5
PEFC	✗	✓✓	✗	✓✓✓	✓✓	3

Regarding the CSR approach of the **printer** :

Label	Applicable to several products	International	Taking into account the end of life	Taking into account social criteria	Exhaustive specifications	Note / 5
Imprim'vert	✓✓	✓✓	✓✓✓*	✗	✓✓✓✓	3,5
ISO 14001	✓✓✓	✓✓✓	✓✓	✓	✓✓✓	3,5

**for dangerous products used, but not for printed matter*

Source : **lichen**



Requiring vegetable inks

Understanding how inks work

Plant-based inks have been the standard for offset printing since the early 2000s. From now on, you no longer leave a printer's workshop with your throat irritated by chemicals! However, vegetable inks are mixed with pigments and siccatives (drying accelerators) of chemical origin; after each printing, machine cleaning is necessary and, more or less, heavy residues go down the drain. It is therefore prudent to check whether a nearby wastewater treatment plant is handling its responsibilities.

It is important to encourage sponsors (customers) and producers (eco-labelled printers) to avoid varnishes, laminations, hot foil stamping and synthetic wax bindings; the waste is difficult to process and these processes affect the quality of paper recycling. As for the toners of digital printers, they are always composed of resins and synthetic pigments, including even metal oxide and silicone. However, no waste toner ends up going down the drain; their cartridges are generally easy to recycle.

The lowdown on printing inks

Distinguishing between two main categories :

- mineral inks, based on chemical compounds derived from petroleum (less and less available on the market);
- vegetable inks, based on Chinese wood oil, soya, linseed, in particular.

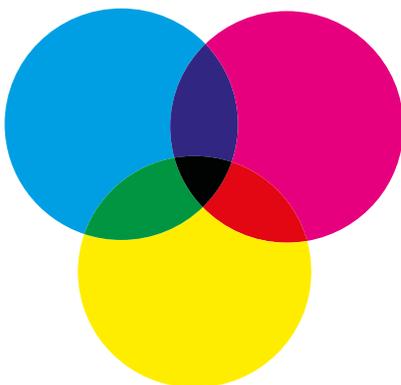
Although it has acquired ecological virtues, no ink is 100% vegetable! Despite everything, it remains composed of non-renewable components :

- pigments - which constitute the colouring matter;
- binders - which allow the ink to adhere to the material;
- adjuvants or siccatives, used to facilitate drying or allow better resistance to rubbing!

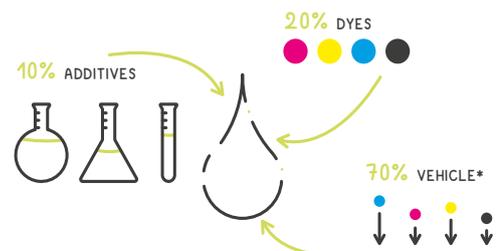
Ink manufacturers issue certificates to attest to whether or not the components are renewable.



The CMYK spectrum of four-colour printing



The average composition of an ink used in printing



*solvent for depositing the dye on the support
Source : Marie-Ange



Investing in an office photocopier



Understand the advantages of having an office photocopier

If your communication activity requires the regular publication of small printed matter, it will no doubt be wise to acquire your own digital photocopier. Although the formats are limited (A4/A3), the results will be close to professional printing. Whether for a large central unit and/or peripheral units, you will have control of all the parameters : certified papers, default front/back programming, management, refilling and recycling of toner cartridges by an eco-labelled supplier, optimisation of packaging and waste, etc.

The lowdown on office photocopiers

- The regular creation of small printed matter justifies the purchase of a digital copier.
- The formats are most often reduced to A4 and A3.
- Refer to the parameters of traditional printing (certified papers, optimisation of the format, systematisation of the front/back, management of packaging and waste).
- Identify an eco-labelled supplier for the refilling and recycling of toner cartridges.



A few rules for using your photocopier more sustainably

- Configure your photocopier to print directly in double-sided and black and white.
- Copy emails and/or web pages less often.
- Only print a document if you are certain that it will be more useful in paper format.
- Prioritise recycled or labelled paper (FSC, for example).
- Sort paper and recycle ink cartridges in collections.
- Educate your employees so that everyone respects these rules.



To print or not to print? That is the question!

In business, a quarter of printed documents are discarded within five minutes of printing.

Worse, 16% of these documents are not even read!

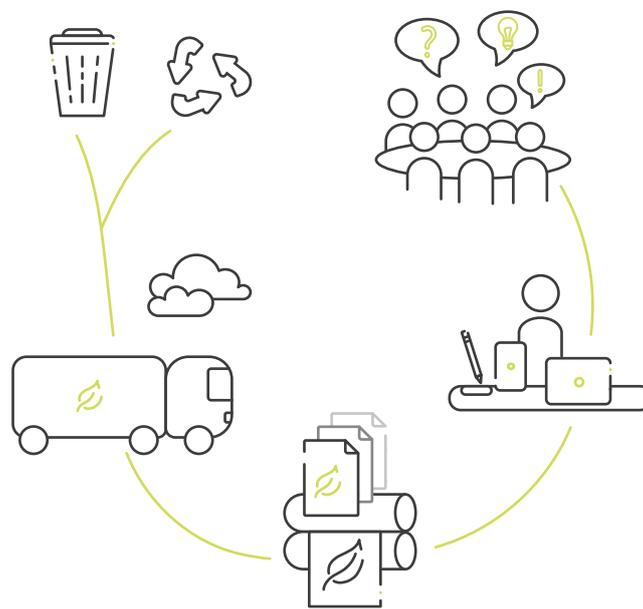
Source : **ADEME**



3. DISTRIBUTION

Reviewing the purpose and lifespan of the print is the best way to optimise the quantity. On the one hand, make a detailed analysis of the targets and distribution channels; on the other hand, ask yourself how relevant the content is with regard to the time scale! Nothing is worse than investing human, land and financial resources

in the production of leaflets, brochures and catalogues that will end up being stored without reaching their recipients and becoming obsolete. Adequate management of your data will have a major impact on your printed matter, your packaging and your transport.



SUMMARY OF GOOD PRACTICES

GLOSSARY

Upcycling

This is a practice that enhances objects, giving them a new life! In the case of paper, these are, for example, offcuts used to produce notebooks or sheets used for packaging!



Reducing the quantity of printed and optimising its delivery



Thinking about uses

Before deciding on the number of prints, it is recommended to think about uses. Thus, free access to brochures and brochures at fairs and shows often leads to compulsive hoarding. A few hours later, most of them are disposed of, back home or when leaving the event, without even having been consulted. Prioritise on-demand distribution.

Optimising data

Dissecting your targets is a delicate exercise, as it is your responsibility to send your printed matter to the recipients who are truly relevant. There is no point in distributing printed matter that will be thrown out immediately! As tedious as it may seem, qualifying your contacts (by adding profile data) and updating your files is a sustainability issue. Make sure you take advantage of an evaluation survey to check the relevance of the addresses and/or to cross-check your data between files. Aim to reduce the number of recipients, without losing targeting relevance.



Did you know?

In a country like France, households receive up to 25kg of unsolicited advertising material each year. Nearly half admit to throwing away these ads without even reading them. The legislator is considering banning the posting of advertising in mailboxes.

Source : **ADEME**

Reducing packaging

You will have understood : optimising targeting will have an immediate influence on the amount of packaging you use. You are encouraged to think about reducing packaging (e.g. avoiding plastic over-packaging) and batching. Better three big boxes than ten small ones! Make sure you ask your suppliers to collaborate in finding compact, recycled and eco-labelled solutions. And if it's individual packaging by post, opt for labelled envelopes, natural and compostable formulas or, even better, addressing in print.



A closer look at upcycling

Printed matter can sometimes experience another life, through reuse. This is called upcycling. So don't hesitate to use printed sheets, which are more and more often used to create original gift packaging, for example!



Planning routing

A newsletter must be delivered quickly, while the delivery time of a brochure is more adaptable. As more and more express couriers enter the market, it is relevant to review the consistency of routes and the filling of vehicles to transport goods. Thoughtful planning incorporates

environmental performance and costs. It can be regulated by financial incentives, to reward preservation of the environment.



Tips



Why not rethink your deliveries? Adopting a more ecological vehicle such as a cargo bike reduces your environmental footprint while promoting yourself. However, please acknowledge the longer delivery times!



4. AWARENESS

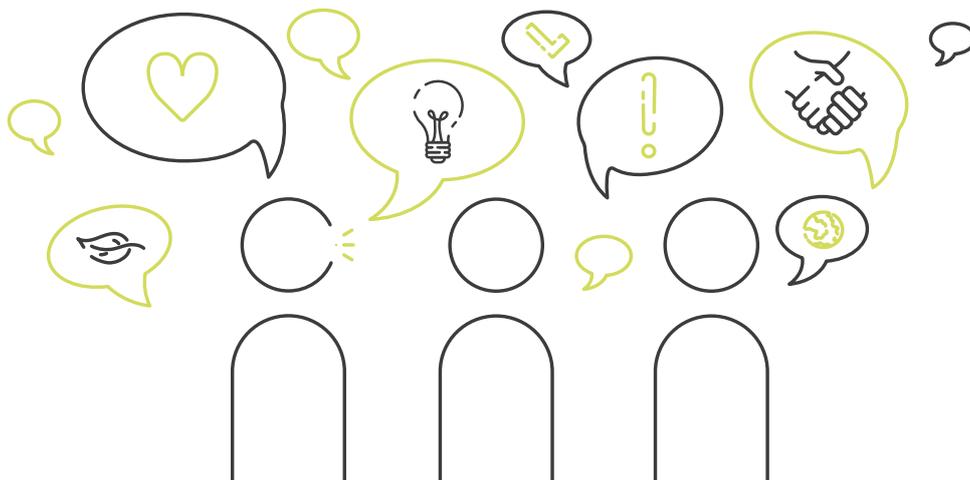
Print has lost its luster; wrongly, it was seen to be in conflict with digital versions that are supposedly more ecological. If you are convinced by the merits of your actions in favour of less impactful printed matter, let your stakeholders know! First of all, this will encourage your partners to emulate you and adopt the same approach. They will no doubt share their own experiences with you which will in turn improve your own practices. Then it will be in your interests to coordinate your actions, whether in terms of exchange of information, group purchases and/or joint planning. To do this, you must calculate your printing impact measures, and objectify and prioritise your actions.

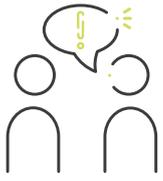


One to consider

Does the electronic signature represent a way to reduce paper consumption? The question has been debated within advertising authorities in Europe and, particularly, in France. While it is true that signing PDFs is considerably faster and avoids ephemeral printing, it does not mean that the environmental footprint is zero. The chapter on digital communication explains it well : any digital distribution mobilises significant resources : dematerialisation is indeed a decoy!

SUMMARY OF GOOD PRACTICES





Integrating and communicating impact measures



A few impact calculators exist in the graphic sector. You can integrate these measures at several levels : in your internal communication, to mobilise your employees; in quotes and invoices to your customers, to encourage their choices; in your financial balance sheets and non-financial externalities, to promote them to your shareholders and/or certifying bodies. Each time, communicate precise information backed up by the facts. Your commitments are so significant that they will inspire your stakeholders.

The lowdown on communicating impact measures

- Commitments can inspire your stakeholders.
- Communicate precise information that attests to the progressive approach adopted by the printing company.
- Both internally and externally, use all media to promote your positive impacts (quotes, invoices, balance sheets, etc.).



Good to know

In France, the label IMPRIM'VERT® is granted in **five steps** :

- Step 1 : Allocation request

The printer requests the allocation of the label to the referent on which it depends geographically. The list of referents is available in the Referent Directory tab.

- Step 2 : Diagnosis and support

The referent carries out a diagnosis at the printer's workshop and then accompanies them in the implementation of the specifications.

- Step 3 : Deliberation

The referent presents the file to the regional allocation committee or, failing that, to the national committee.

- Step 4 : Allocation

If the file is accepted, the printer may use the IMPRIM'VERT® label for one calendar year.

- Step 5 : Renewal

The first and second year, the printer must justify compliance with the specifications via an online declaration.



ALLOCATION REQUEST



DIAGNOSIS AND SUPPORT



DELIBERATION



ALLOCATION



RENEWAL

Source : <https://www.imprimvert.fr>



Coordinating all the links in the chain



Beyond effective and responsible communication with your stakeholders, skilful coordination will be beneficial in terms of your sustainability. Whether by participating in industry conferences or by initiating meetings with your partners, you will be making a contribution to the exchange of good practices. Beyond that, collaborations may be initiated to identify new solutions, group purchases, or even coordinated actions, such as common distribution channels. Sustainability involves fruitful collaborations, instead of sterile competition!

The lowdown on coordinating your partners

- Prioritising collaboration over competition.
- Encourage meetings with partners, suppliers or competitors in order to stimulate exchanges of good practices and/or collaborations.
- Be open to collaborations aimed at common and coordinated solutions, to contribute to the sustainability of the sector.



Good to know

In the printing sector, too, it is recommended to promote the exchange of good practices with all partners.





Want to go further?



ADDITIONAL RESOURCES

1) Useful tools



ISO
Control of the production processes of colour selections, tests and prints.



Fogra
Research Institute for the print and media industry. Non-profit, independent and committed.



IMPRIM'VERT®
World's First Environmental Brand for Graphic Industries.



Paper calculator
Calculate the environmental impact of your consumption paper.

2) Inspirational bibliography

Main sources

¹ CONSOGLOBE (2006, June 24). *Il faut entre 1,5 et 3 tonnes de bois, selon...* Consulted on April 15 2023 on <https://www.consoglobe.com>.

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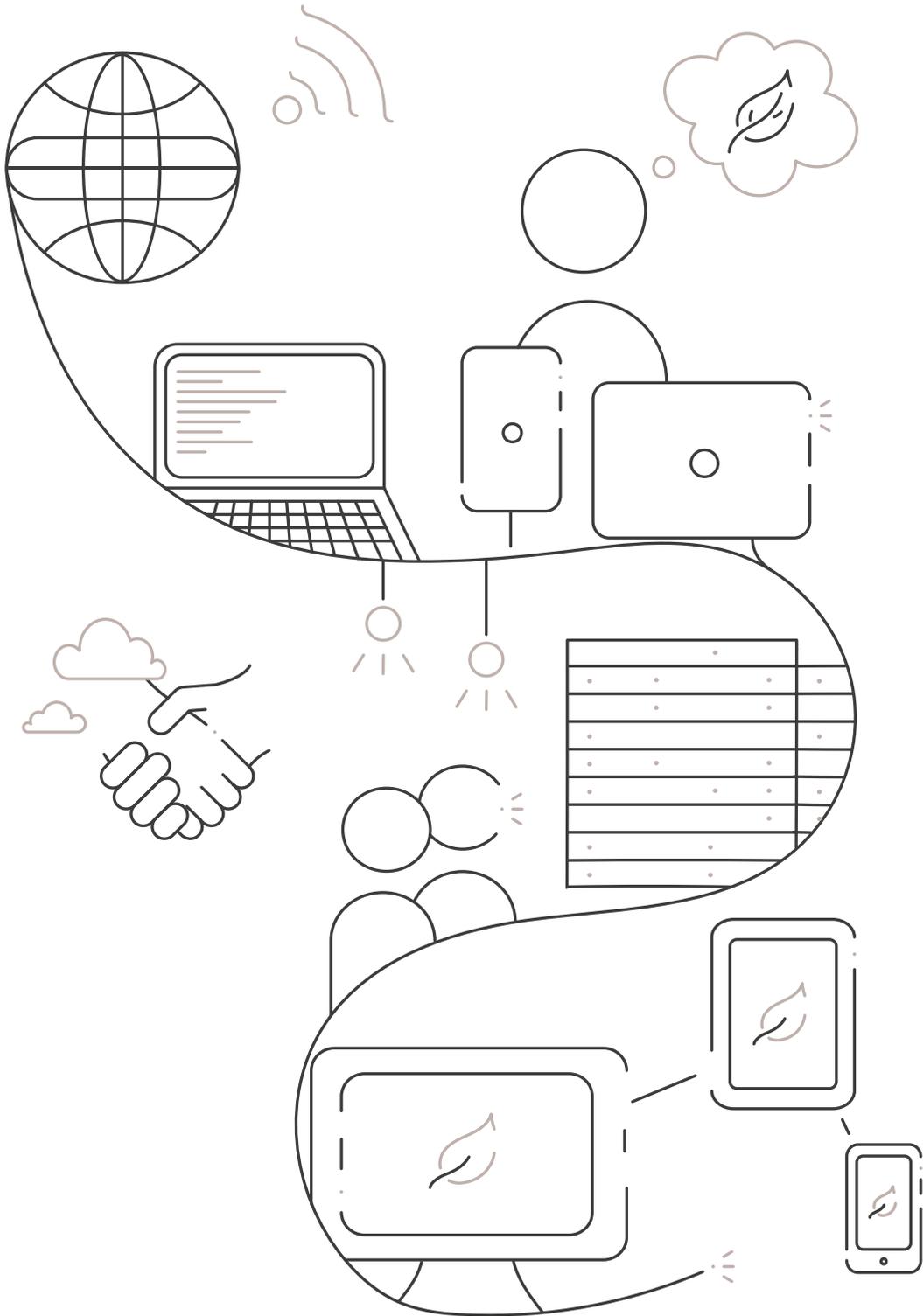
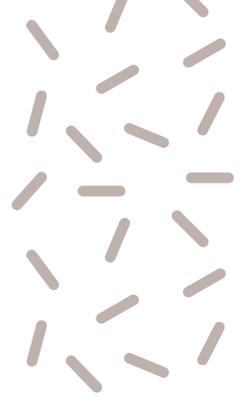
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6

Digital eco-design and sustainable development





Chapter Contents





Digital design : What is its socio- environmental impact?



The environmental impact of digital technology mainly stems from the production of the electronic devices we use. However, both telecommunications networks, which carry all digital information via wired or wireless connections, and the data centres where this information is stored and processed, are two added factors that need to be taken into account.

Currently, more than 175 new websites¹ are created every minute worldwide, and in the space of just ten years, the number of internet users has doubled from 34% in 2012² to approximately 63% of the world's population by April 2022³. Digital media, such as blogs, websites, e-learning platforms, mobile apps and more, lead us to increase our internet data consumption in our everyday lives, and hence our demand for electricity.

On the other hand, making digital services more energy-efficient will help reduce digital inequalities, such as universal access (physical disabilities, low literacy levels, lack of infrastructure, etc.), those around gender (women are more likely to experience digital inequalities) and those relating to the social sphere (limited interpersonal connections, networking, and socialisation, etc.).

*CURRENTLY, MORE THAN
175 NEW WEBSITES¹ ARE CREATED
EVERY MINUTE WORLDWIDE.*

The way digital content is designed will have an impact on the people who experience these inequalities. Energy-inefficient platforms will tend to run slower when connection speeds are below normal. This may contribute to a reduction in educational opportunities (e.g. distance learning) for these people, as well as access to health care (especially telemedicine), and to minimising social and employment support¹².

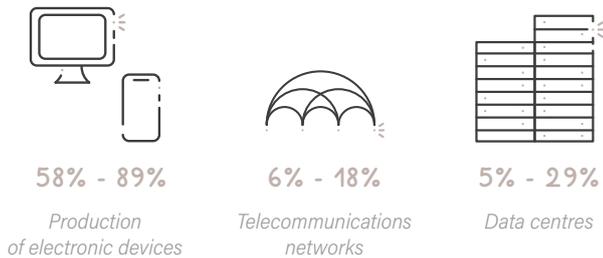
Our role as professionals in the communications industry is to bridge the existing gap in access to information and ensure that the message we want to convey reaches as many people as possible.

*MORE ENERGY-EFFICIENT DIGITAL
TOOLS HELP REDUCE DIGITAL
INEQUALITIES*



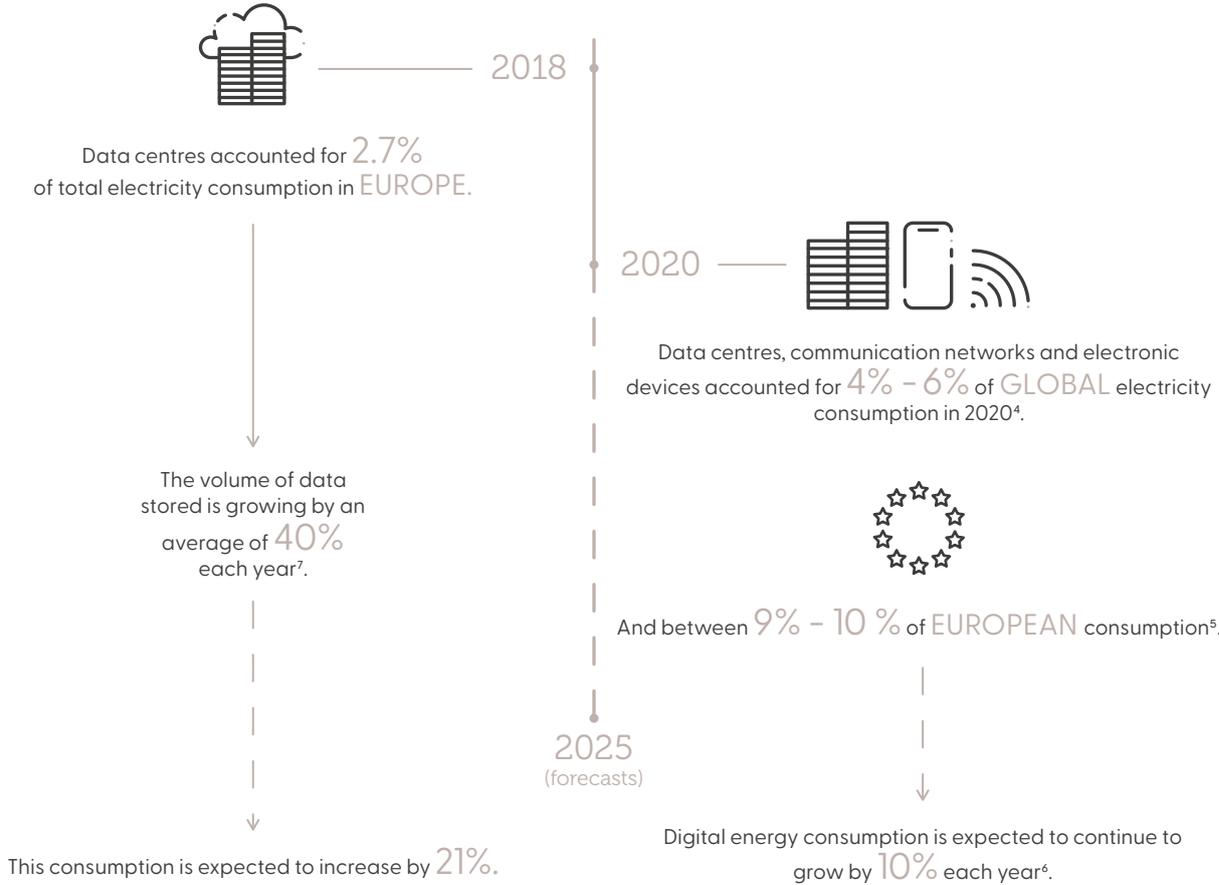
Good to know

Sources of the environmental impact of digital technology :

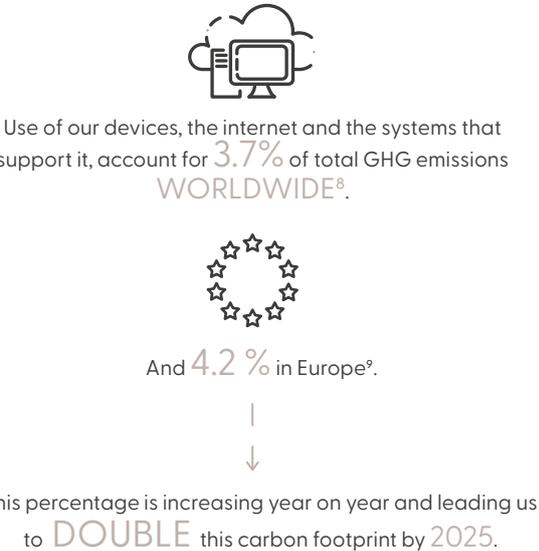


Source : *Digital technologies in Europe : a life-cycle environmental approach*

Energy consumption



Greenhouse gas (GHG) emissions;



Water consumption





How do we create digital communication tools from a sustainable perspective?



1. DESIGN : DETERMINING THE COMPONENTS OF MY TOOL

What is digital eco-design in communication about?

Digital eco-design refers to the integration of environmental aspects into the design and development process of websites or mobile apps.

Therefore, an eco-designed website is a leaner and lighter website that requires less hosting space, less data transfer, and is more functional and faster as a result.

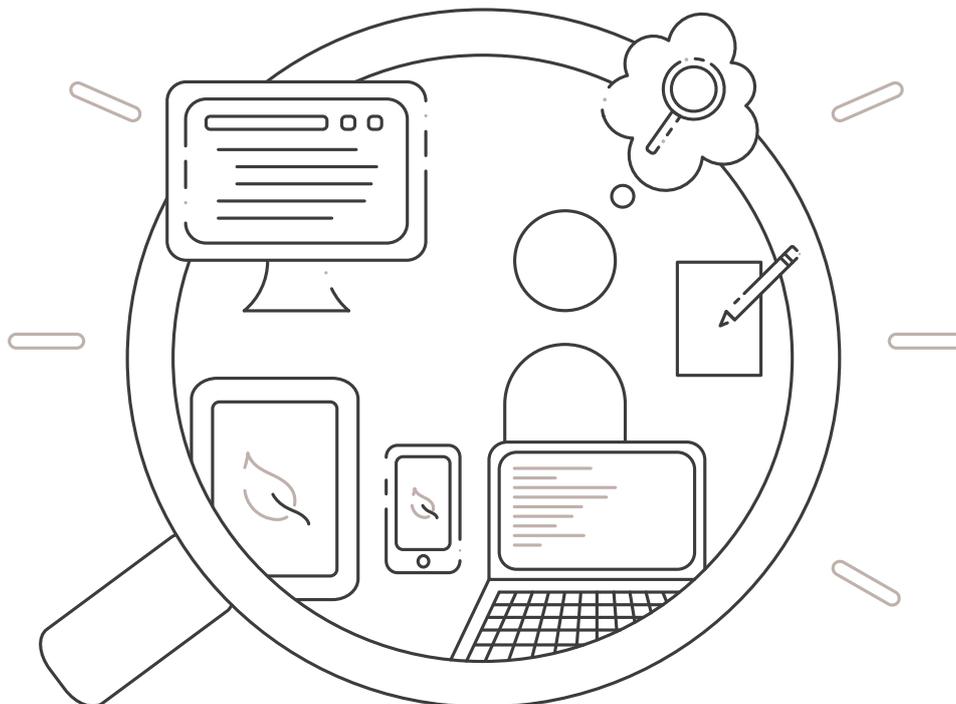
In this chapter, we will discuss the best practices that have been implemented in three stages : Design, Development and Hosting, to create sustainable digital tools that :

- **Minimise their ecological impact.** Making digital tools more energy efficient by reducing the amount of data we store, transfer or process.^{1a}

- **Are more accessible and inclusive.** Enabling a wider audience to access and browse them, regardless of network quality or the age of the smartphone or computer.

- **Are built in keeping with an ethical perspective.** Ensuring privacy and the protection of personal data.

The ultimate goal is not just to create more sustainable but also more efficient tools that help us to improve the user experience and achieve better rankings in online search engines.



^{1a} In this guide, we have only considered the software, not the carbon emitted when manufacturing the devices we use for our tools.

 GLOSSARY

Raster image

Also known as a bitmap, this is an image made up of a matrix of coloured dots called pixels. Unlike vector images, resizing this type of image affects its quality.

Digital accessibility

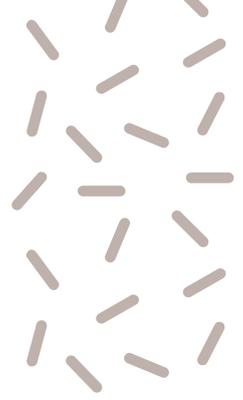
Digital technology accessible to everyone, in particular to people with disabilities (whether permanent or temporary, visual, hearing, motor, cognitive, etc.).

Digital inclusiveness

This is a process that aims to make digital technology (IT tools, education, training, etc.) accessible to all people, including the elderly or those who cannot afford a smartphone, and to equip them with the necessary digital skills so that they can make use of these tools as part of their social and economic inclusion.

Vector image

Digital image made up of individual geometric objects (geometric primitives such as line segments or arcs). Changing the size of an image does not affect its quality.



Analysing before deciding

The first step in improving a digital tool's energy efficiency starts with analysing its content. Whether in the case of a new website or updating an existing one, we need to :

- 1) Establish the objective we are looking for with our website or mobile app. This is because creating a tool that will not actually be used has an impact not just on our time and money, but also on the electrical power required to create and store it.
- 2) Think about the real needs of our target audience in order to avoid duplicate or non-essential features and remove any unused ones. According to the Eco Conception web guide¹³, 45% of features are never used and 70% are not really essential.

3) Assessing the carbon footprint. There are a variety of tools that calculate the environmental impact of a website based on various aspects, such as :

- The size and weight of its contents
- The number of queries and the number of bytes transferred
- Technical settings
- The type of hosting

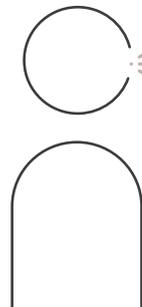
These calculators allow us to identify areas for improvement on our website or sites reference when creating a new website. This provides a basis for implementing an action plan to reduce the electrical power required and hence the ecological footprint of our website or web app.



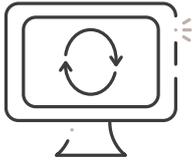
Here are some questions that may provide us with some guidance :

- What are the messages we need to communicate?
- What are the options available to us for conveying such messages?
- Are we certain that a digital tool is the best option to communicate the given message?
- What value will the tool contribute?
- What are my tool's environmental impacts in the short and long term?
- Do my tool's benefits outweigh its negative impacts?

CHECK OUT OUR LIST OF ENVIRONMENTAL IMPACT ANALYSIS TOOLS AT THE END OF THIS CHAPTER.



Let us not forget that, as communication specialists, we have a duty to offer high-quality, reliable and useful content.



Reworking the content



Once we have assessed our tool, the next step is to rework the different types of content on our website or web app, with the aim of significantly reducing its weight and in order to avoid high levels of data transfer, which in turn ensures lower energy consumption by electronic devices.

Our first piece of advice is to start off with a mobile-first approach, i.e. a design focused on the smartphone version of our website, which limits content size and removes unnecessary features to ensure that it works on small screens.

Restructure written content

Write the messages you want to share briefly and clearly, so that the internet user is able to find the information they need quickly and easily, thus saving browsing time and therefore electrical power consumption.

An accessible page must be easily understood. Lengthy chunks of text are less attractive, so it is advisable to use short sentences, headings and bullet points.

The idea is for people to spend time on our site or app interacting with valuable content, not just because they are unable to find what they need. The latter can lead to frustration and a loss of readership.

Redesign graphics

The second component that needs to be reviewed is images—a resource that, while helping us to convey our message more effectively, also involves significant weight. On average, a WordPress page in its desktop version transfers approximately 2656 kB of data, almost half of which comes from images¹⁴.

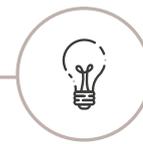
So, the more images we use, the more data we transfer, and therefore the more electrical power we require. It is therefore crucial that we select graphics responsibly for our digital tool :

→ Images that bring real value to visitors of our tool.

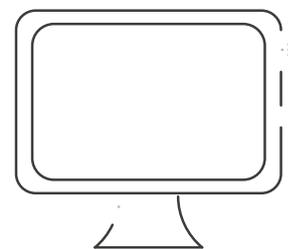
→ Small in size where possible.

→ Group several photos into one image, for example a group photo instead of several photos with one person.

→ Prioritise vector or raster images. The latter are heavier than the former, but are far lighter than a photo. Example :



Vector image vs Photo



Review audiovisual content

In just six years the use of video on web pages has become so popular that the total kilobytes transferred from videos requested by a WordPress page has risen by more than 1149%¹⁵.

Videos have a great impact as a communication tool, however, they also come with a high environmental impact as they are heavier than other content and require more data processing, hence more energy to be hosted and played.

Here are our tips for a smart selection of audiovisual content :

- Limit the use of videos to those that offer real value to your audience and relevant content.
 - Evaluate the alternatives available to communicate the same message. Sometimes, an image or an infographic can be equally or even more effective than a video.
- Be specific and practical. One topic per video not exceeding 90 seconds, thus making it easier for the internet user to access the information they need.
 - Avoid using them as presentation backgrounds.



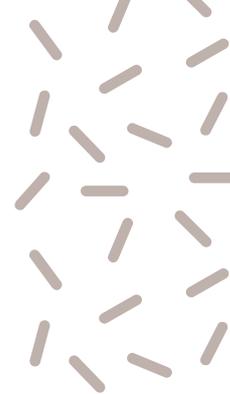
Did you know?

Online video accounts for 1% of global GHG emissions

Source : *Climate Crisis : The Unsustainable Use Of Online Video*



Personally customised design



We need to take into account is diversity, so the design needs to embrace an accessibility and digital inclusion approach that allows for reliable interpretation of the content, both for the various people who use our tool and as regards assistive technologies.



Did you know?

The Web Content Accessibility Guidelines (WCAG) is an international standard with a list of obligations to be met and the criteria to make web content accessible to people with disabilities.

Web Content Accessibility Guidelines (WCAG)

Some of the main actions to carry out include :

- Checking that texts are legible even if we increase the size by 200%.
- The wording should be tailored to the site's purpose so that it can be understood by the target audience.
- Observe line spacing of 1.5 or more, and paragraph spacing of at least 1.5 times the line spacing. Extra space between words can make reading difficult for someone with dyslexia.
- Do not use stereotypical images

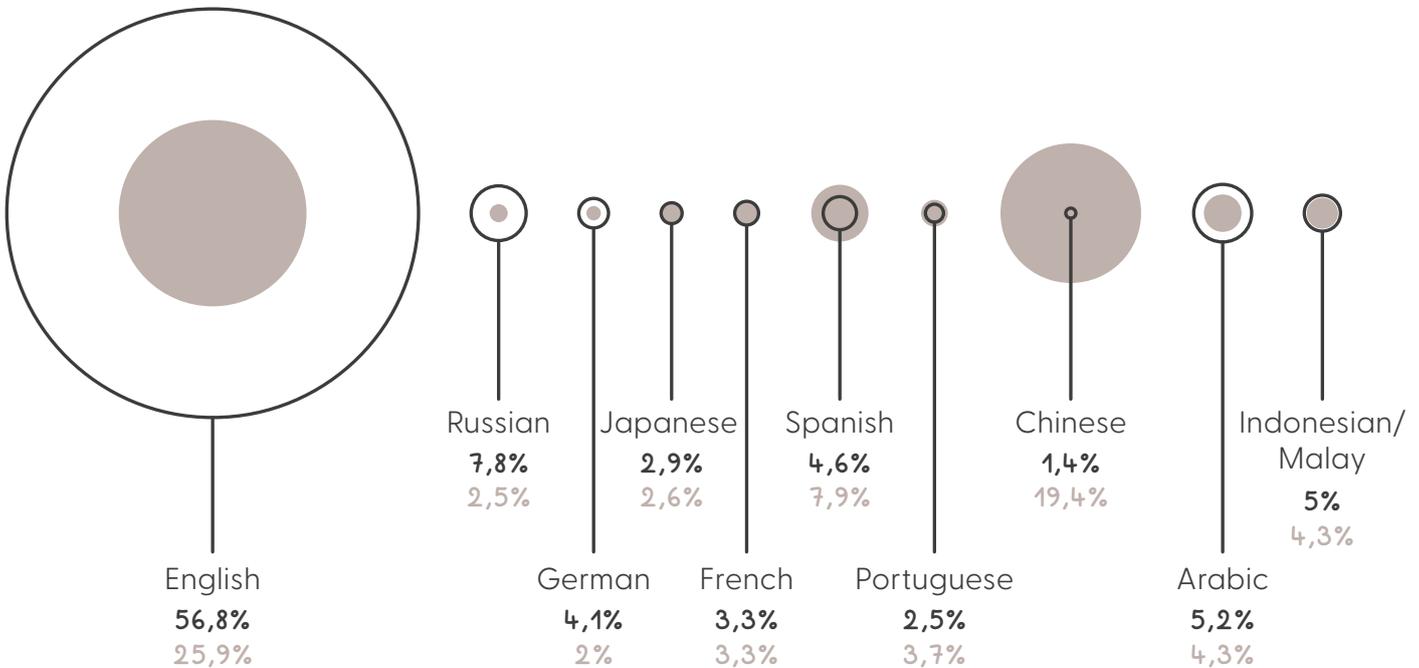
- Ensure proper separation between the background and the content in the foreground, thus allowing the content to be clearly visible.
- We need to always include subtitles in the videos or offer a transcript of the video content as part of the text, preferably in large characters.
- Avoid using background sounds or music. Facilitate auditory perception of the main content by having low background sound.
- Remove content that may cause epileptic seizures : bright flashing lights or images with a narrow sequence of black and white stripes.

Language appropriate to the target audience

In 2020, slightly over half of the world's web content was in English, while only 26% of internet users were English-speakers¹⁸.

Currently, most languages are not proportionally represented in the content found on the internet (as

we can see in the illustration below). It is therefore important that we establish from the outset who our content is aimed at, in order to set the language(s) that will cover the largest number of people.



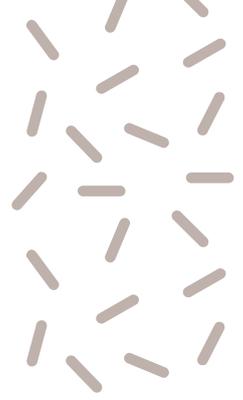
○ Percentage of internet users¹⁶

● Percentage content¹⁷



8 accessibility aspects to check for in the digital tool

- The page title (and that on the tab) allows you to quickly identify the type of content.
- The content has an explicit hierarchy and visually highlighted texts are identified as headings.
- There is a text or audio description of the context of images with information.
- Audio clips with information, such as podcasts or recordings, must be accessible in text format (subtitles or transcripts).
- People are able to change the colour of the text or the background.
- The site's colours make it easy to read : contrast and level of luminance.
- Browsing the interface and any forms can be done using the keyboard or voice input (which uses keyboard commands).
- Animations can be controlled by the user (pause, frequency, etc.).



Respecting privacy

The privacy of the data we share online is an issue of huge importance worldwide, and a host of laws or regulations have been published in several regions with the aim of officially protecting it.

Regulations such as the Data Protection Act (DPA) in the UK, the Digital Charter Implementation Act (DCIA) in Canada, the Personal Information Protection Law (PIPL) in China and the Lei Geral de Proteção de Dados (LGPD) in Brazil, are some examples of regulatory frameworks on how to collect, process and store citizens' personal data.

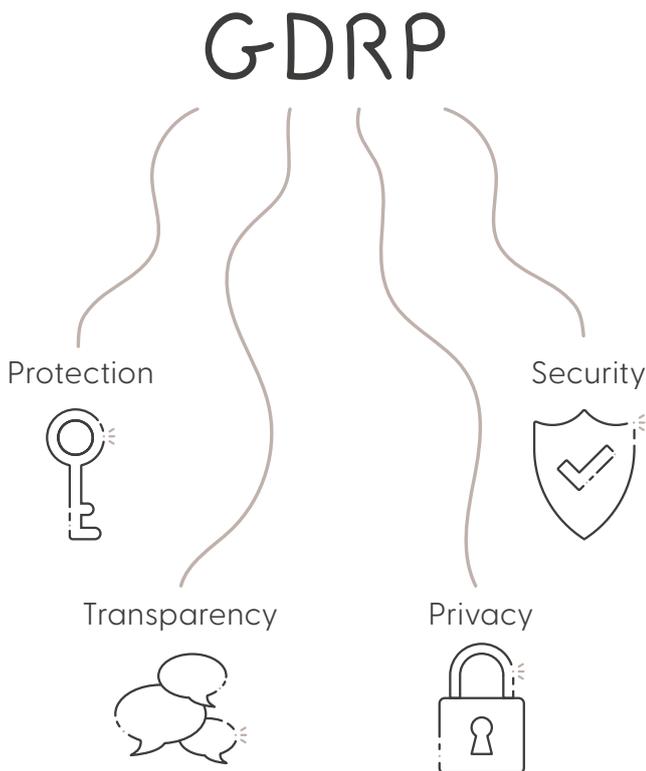
Data Protection Regulations

In the European Union, the General Data Protection Regulation (GDPR), which aims to ensure security and protection for people using the internet in Europe, came into force in 2018.

As a result, it has become a priority to follow its guidelines when designing a digital tool, not only to avoid legal repercussions, such as legal action or fines, but also to ensure that the information we collect is well protected.

The main aspects to ensure are as follows :

- Facilitate the modification of data, as well as data management settings.
- Include a plug-in that allows people to accept or reject cookies and trackers.
- Limit analysis tools and the data collected.
- Be transparent regarding the handling of personal data. The best way to do this is to publish a Privacy Policy on the same site.
- Always ask for the internet user's consent before collecting their data.
- Provide the option to request the deletion of private details or allow the individual to do so directly.
- Select a responsible analytics service (our list of options can be found in the Tools section).



2. DEVELOPMENT : PROGRAMMING AND OPTIMISING MY COMMUNICATION TOOL



Every time we interact with a website or web app, we are sending or receiving data that travels via different devices over the internet. These devices require electrical power consumption and therefore produce a carbon footprint.

According to a calculation model by Microsoft, it is estimated that 1.22 kilos of carbon are emitted for every GB transferred.

The amount of carbon emitted in order to send data depends on many factors, such as the energy efficiency of the devices or the network protocol used to handle data transmission. However, in this guide we will focus on those we have a direct influence over, i.e. the weight of the data and the distance it will travel.

This section focuses on the first aspect and is aimed exclusively at web programming specialists, since we will be working on best practices to reduce the amount of data we send to the web, with the aim of :

- Limiting the use of server resources
- Limiting the use of network infrastructure
- Limiting the resources of electronic devices



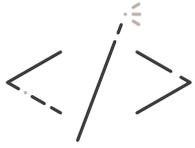
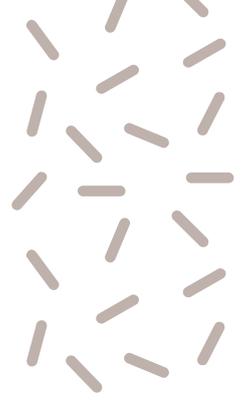
 GLOSSARY

Accelerated Mobile Pages

Technology that seeks to improve the speed at which websites load on mobile devices.

Green UX design

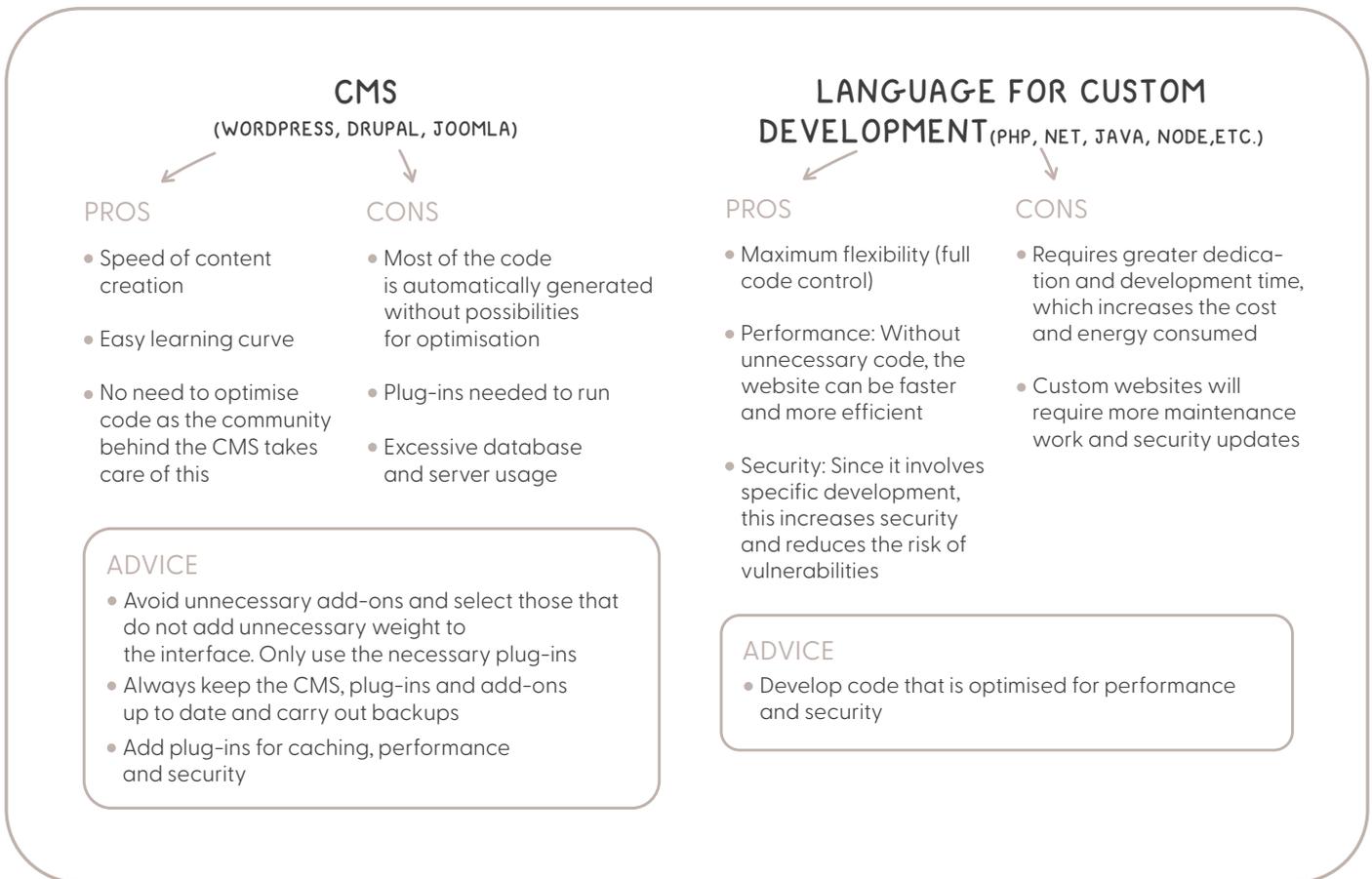
Design of the user experience when interacting with a digital tool that takes into account the environmental dimension.



Selecting the appropriate programming language

When it comes to developing a website or web app, one of the most important decisions we face is choosing the programming language or tool we will use for its development. The choice is usually made between two large groups of tools : CMS or custom programming languages.

Below is a comparative list between the two options, one for the main Content Management Systems (CMS) and the other for the custom languages that we can use :



Green programming languages

Programming languages differ in terms of resource consumption during their execution, by using more or less RAM (memory) and CPU in order to run. This study showed that, in general, C or Pascal languages are the best choice for saving energy and using less memory¹⁹.

The goal is to limit the computing power required to run our tool, so no matter what language we choose, always make sure to use the most recent version and keep the code clean and simple to avoid duplication or excessive lines of code.



Optimising the use of CSS/JavaScript

Excessive use of JavaScript and CSS can negatively affect website performance and increase resource consumption, such as bandwidth, processing and memory.

Measures can be taken to minimise data usage and energy consumption, such as optimising CSS and JavaScript code, reducing the number of HTTP requests and making responsible use of animations.

Handling of HTTP requests

The HTTP requests used to retrieve resources, such as images, CSS files and JavaScript, can have an added impact on performance and efficiency. Making additional requests means that the server needs to process and send more information, thus increasing energy consumption.



Tips regarding JavaScript/CSS :

- Compress and reduce the size of style sheets (CSS) and JavaScript
- Avoid costly or superfluous JavaScript/CSS animations
- Harmonise CSS classes across pages
- Compress or minimise files (HTML, CSS, JS, SVG)
- Replace interface images with CSS style sheets and icons
- Limit the number of CSS or cut them down
- Use CSS compartments and edit multiple CSS properties at the same time
- Combine CSS and JavaScript files
- Avoid excessively long JavaScript processing
- Cache regularly accessed items in JavaScript
- Write effective CSS selectors
- Externalise CSS and JavaScript
- Remove third-party scripts. The latter are used for front-end analytics, ad serving and tracking, social media, etc. Third-party JavaScript is especially critical, since its use has grown disproportionately compared to native JavaScript and due to privacy issues
- Use JavaScript and CSS libraries only if needed and only use the key parts

Animating our content in a responsible way

Animations are clearly a tool that allows us to create more interactive content and improve the user experience. However, we must learn to use them only when we are certain that they will add value to our page.

The use of animations can increase loading times and slow down our website. This can affect the energy consumption and battery life of the device with negative environmental implications.

The following are some basic rules to bear in mind :

- The first thing to take into account is that JavaScript animations are best avoided. It is better to use CSS, which is a more efficient technology.
- Add play, stop, mute or volume control options whenever we include an animation that lasts more than five seconds or a sound that lasts more than three seconds.
- Avoid the use of carousels. These carry a lot of weight and people often just see the first image and immediately move on to what they are looking for. If you do decide to use them, disable the carousel's autoplay option.
- Use an optimal speed for animating the interface (between 200 and 500 ms)²⁰.
- Use lazy loading or progressive loading to improve website performance.
- Note that excessive use of animations may cause dizziness, nausea and vertigo among people with vestibular disorders.



Using caches whenever possible

When a person accesses a website, their browser has to download all the necessary assets, such as images, scripts and styles, from the web server. If the person visits the same site again later on, the browser will download the assets again, which consumes data and increases the website's loading time.

Caching is a technique that allows assets to be stored locally in the internet user's browser, or on a nearby proxy server, which allows assets to load faster on subsequent visits. By caching assets, the number of requests

to the web server is reduced, which in turn reduces bandwidth consumption and the energy required to deliver the assets.

Rules for using the cache

To help make our tool more lightweight, a good practice is to implement an effective caching rules system.

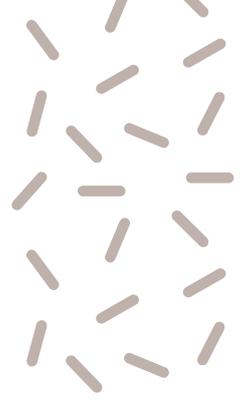


Tips for using server caching :

- Cache Ajax responses
- Place caches entirely in RAM
- Use an HTTP cache
- Add Cache-Control or Expires headers
- Proper cache management is key when hosting our tool, as it involves correctly configuring the web server to ensure that all assets (images, CSS and JS libraries, etc.) are stored in the user's hard drive, i.e. in the browser's cache. This will avoid unnecessary bandwidth usage and improve the user experience.
- By the same logic, reverse proxy/HTTP caching is key to offloading infrastructure on the data centre side and avoid using more servers than necessary. Optimisation of the application server, in particular the caching of intermediate code, and the periodic

optimisation of the database underlying the site (e.g. the recalculation of indexes) also limit the number of servers, and hence the square metres of data processing centre required.

- Use a caching technology when creating your website with a CMS, such as WordPress or Drupal. This will prevent the page from being dynamically generated every time someone visits it, and therefore significantly reduces server energy consumption and page load times.



Optimising images and colours

When we talk about optimising an asset, the first thing to do is to reduce the size of the files using some of the following options :

- Prioritise the lowest quality, which would seem to go against the laws of marketing, but in actual fact visitors to our tool do not require high-quality photos all the time.
- Compress images as much as possible.
- Choose the right format :

PHOTOS	jpeg or webp
ILLUSTRATIONS, IMAGES WITH TEXT, DRAWINGS	svg or png
GRAPHICS	css or svg
ICONS	Glyphs or icons with css

While this is the first step, there are other optimisation techniques that may help :

- Make sure that the uploaded images are of the scale at which they will be displayed on the screen. This ensures we avoid requesting more assets from the server to keep adjusting the size of the images depending on the screen size (desktop, tablet and smartphone).
- Do not resize images in the browser through scaling. It is preferable to keep the image as it arrives from the server.
- Avoid automatic uploading of images. Preferably wait for them to load once you scroll over them.
- Use CSS3 rulesets instead of multiple images, as a style sheet file is much smaller and generates only one HTTP request, while each image generates its own request.



Optimising videos

Video format

As we saw in the first part of this chapter, videos amount to an important weight on our website. In view of this, once we have responsibly selected the material we want to share, it is worth performing the following settings to reduce the number of bytes we send through our tool :

- 1) Compress them and/or reformat them (find our list of options in the Tools section).
- 2) Use the most common video formats that are compatible with most software (e.g. mp4) and have small file sizes.
- 3) Remove the autoplay option or at least make sure that the internet user is able to access the settings to disable it.
- 4) Avoid embedding videos on the page. It is preferable to include a play button with the link to play it directly on the platform where it is hosted.
- 5) Play only one video quality option as standard. When given the choice between high quality or low quality, most people will always opt for the former, even if the low quality version satisfies their purpose. This also facilitates video playback in areas with slower internet connections.
- 6) Limit the use of animated GIFs.
- 7) Adapt the video's size to mobile devices, so that it matches the viewing capabilities of the device.

It is important that we do all of the above before importing them into the CMS.

Responsible hosting for our videos

Another crucial decision : whether to host them on your own site or upload them to a video platform, such as YouTube or Vimeo.

From an ecological viewpoint, YouTube is the better option, as Google has a mission to operate its data centres using renewable energy and therefore invests in many clean energy projects around the world, while Vimeo does not currently have a sustainability policy.

However, from an ethical point of view, as the second largest search engine on the planet, YouTube gathers a large amount of personal data that is offered or sold to other companies. Moreover, its algorithm and random reading functionality are programmed to capture and monopolise the attention of internet users.

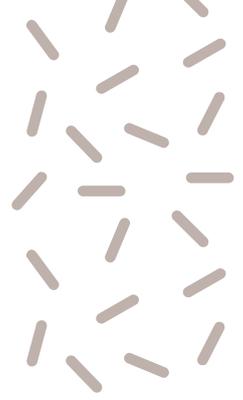


Tips

You will find our list of responsible video platforms at the end of this chapter.



Optimising fonts



Font format

We live in an era where brand identity has come to play an essential part in the differentiation strategies of companies and organisations. And while fonts are key components in such strategies, we also need to take into account the ecological weight they carry.

A custom font may help differentiate a company from its competitors. However, they also come at an additional cost in terms of the performance and weight of the websites on which they are used.

When a person visits a site with custom fonts that are not pre-installed on the device, they will have to download the font files. Therefore, preferably use a standard font to reduce the number of requests to the server and thus speed up loading times.

Consider the following options to help reduce the size of the fonts we will be using :

- Use a maximum of two to three font variations and always consider their weight. Moreover, too many font styles may confuse the reader.
- Prioritise WOFF and WOFF2 source file formats over TTF, OTF and SVG, as this may allow us to reduce the file size by up to 75%²¹.
- Avoid using fonts embedded using font hosting services.
- Create font subsets to only include the characters we will need in our content. Here is a tool that allows you to do this : **Font Subsetter**.

These are the main fonts that come pre-installed on operating systems :

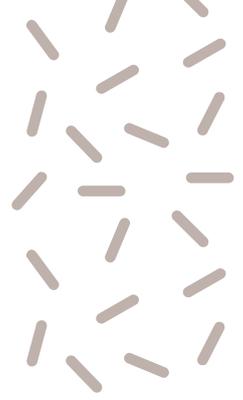
SANS SERIF	Arial, Impact , Lucida Sans, Tahoma, Trebuchet MS, Verdana
CASUAL	Comic Sans MS
SERIF	Georgia, Times New Roman
SERIF MONO	Courier New

Font accessibility

It is important to make sure that keyboard browsing works across all pages, that it is possible to enlarge texts up to 200% and that the fonts we have chosen are legible.

On this last point, using standardised fonts is also the most advisable option, since they are less difficult to read for people with disabilities, and we need to preferably avoid using capital letters, underlining or italics in entire paragraphs.

Condensed fonts are not recommended either, as they are more difficult to read, because letters are thinner and more widely spaced than in the original standard version, not to mention texts with animations or scrolling.



Speeding up content downloads

There are several techniques that may help us to improve our page load time and consume less data at the same time. We list a few of them below :

Accelerated Mobile Pages (AMP) technology

Accelerated Mobile Pages technology enables us to get rid of those components that are not considered necessary and take a long time to load, which will even favour our website's accessibility in places with poor coverage or low internet speeds.

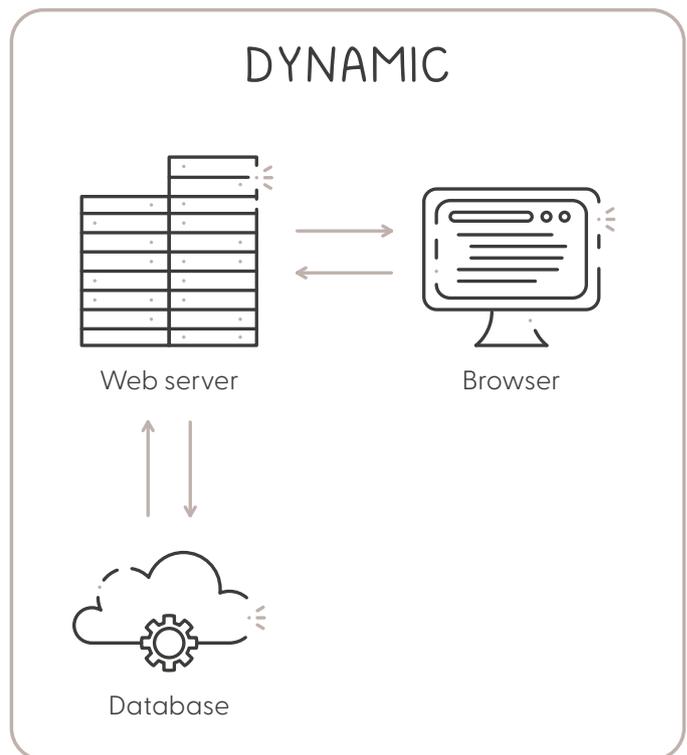
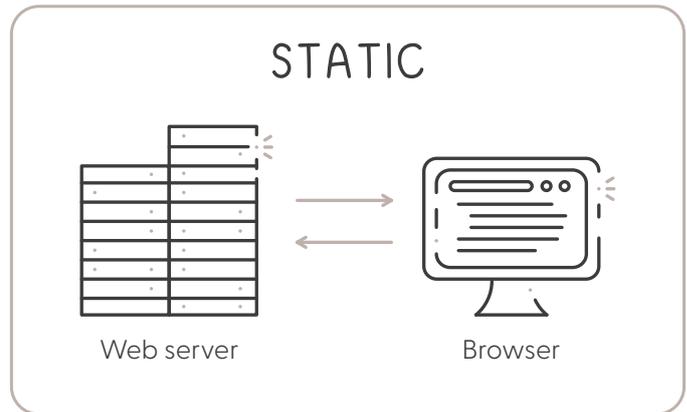
Another advantage is that it allows us to improve our rankings in mobile search results, as Google prioritises AMP content in the case of certain topics.

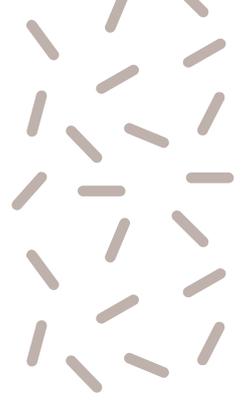
Prioritise static websites

In the design section, we considered the importance of defining the objective of our digital tool from the outset. Now, at the development stage, is where knowledge of these objectives will offer us the basis to decide on the type of architecture we will need.

Caching techniques can help us to limit the number of requests we make to the server when our site is dynamic. However, in the case of a simple institutional site, exclusively for information purposes, it is best to opt for a static structure.

Apart from the fact that response times, the user experience and SEO will be much improved, this will avoid the need for a database and the data protection management that goes with it.





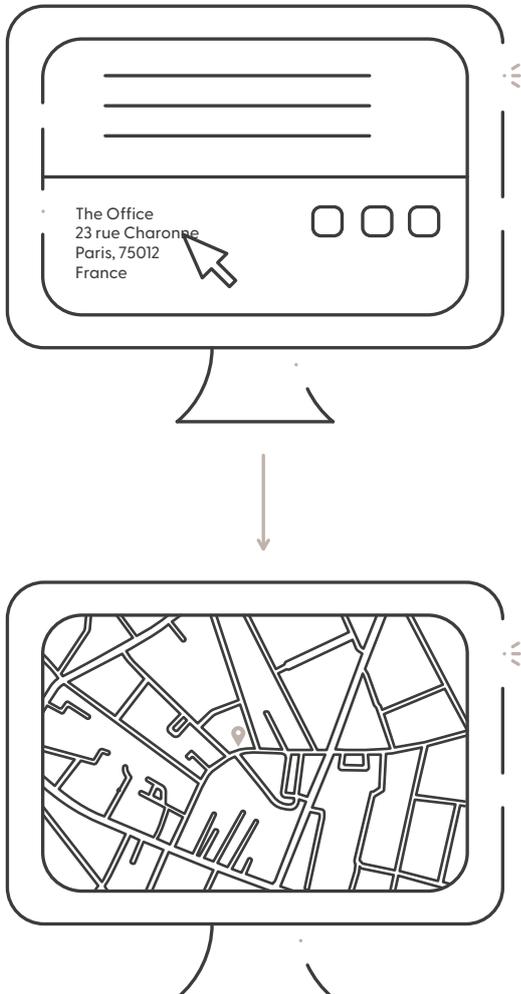
Limiting plug-ins and widgets

Use of plug-ins

The use of add-ons on our website can consume a lot of resources and memory, so it is worth thoroughly analysing the type of plug-ins that are really necessary and any other alternatives available to us that may produce the same result.

A classic example is the use of the Google maps plug-in to show the address and location of a place. This can weigh approximately one megabyte and in most cases fails to work correctly.

The solution? Replace it with a screenshot image of the location, the exact address and a link to an interactive map.



Another case in point are **social network plug-ins**. Similarly, these can easily be replaced with the icon or name of the social network and a link to it.

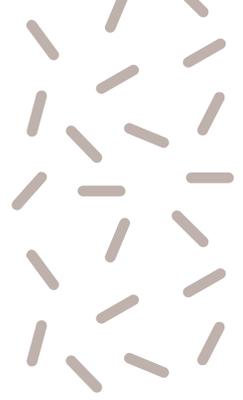


Avoid chatbots

This tool is the latest rage for answering queries and offering alternatives. In actual fact, when a chatbot is poorly designed and fails to provide clear and concise answers, there is a high probability that the person will end up frustrated and seek to contact you by another means, or abandon your app altogether.



Improving interaction on our website



One of the central components for the success of our tool is to create a good user experience. We want people to be able to find the things they are looking for and take the actions they need to, in the most efficient way possible.

When we adopt a Green UX approach, not only do we ensure that browsing our website is easier and more pleasant, but equally that it will reduce the amount of energy used when browsing.

Implementing web paging

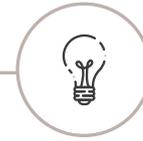
When our content is extensive, we must ensure that it is well structured to prevent the person entering our page from getting lost amid so much information.

Preferably avoid infinite scrolling and opt for a page-by-page interface setting, along with a 'see more' button where necessary. Doing so will ensure that the page will only download information as and when requested from the server.

Let's optimise the downloading of documents

Below is a list of steps to optimise the downloading of documents that we might add to our site :

- 1) Compress to a satisfactory quality.
- 2) Write a brief description of the document's content for people to know exactly whether it contains the information they need.
- 3) Include two versions of the document, a short version and the full version. Always specify the size and the number of pages.
- 4) If sharing a full version of the document becomes necessary, it is advisable to provide a detailed summary and enable chapter-by-chapter downloading.



Good to know

FULL REPORT



39 pages
533 KB

EXECUTIVE SUMMARY



13 pages
319 KB

Proper use of autocomplete

The autocomplete function is used in web forms to make it easier to enter information. However, if this is not properly optimised, it can consume unnecessary resources, negatively affecting the website's performance and energy efficiency.

Below are some ways to optimise autocomplete in order to save resources :

- 1) Limit the number of suggestions : providing too many autocomplete suggestions may increase the server's load and the amount of data being transferred. This is why using a reasonable number will not just reduce the amount of data transferred, but also improve performance.
- 2) Use a predefined list of options : providing a predefined list of autocomplete options can reduce the amount of data being transferred. Besides, this can improve the accuracy of autocomplete, as only valid options will appear.

3) Use an optimised search function : if a search-based autocomplete function is provided, it is important to optimise search queries to reduce response times and server load. This may include limiting the number of search results and implementing a caching system to avoid repetitive searches.

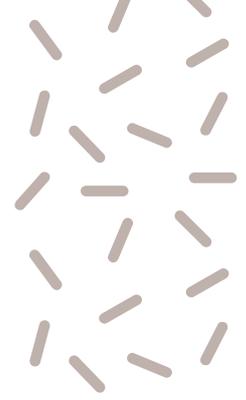
4) Minimise the use of scripts : autocomplete scripts can be very useful, but they can also take up system resources. It is important to minimise the use of scripts and optimise their performance.

Setting default

Set your default options smartly. For instance, by ensuring that the pre-selected download option is always the lightest, not the highest quality one. Another option is for multimedia assets to only download if there is a WiFi connection.



Optimising our apps



Approximately 255 billion mobile apps were downloaded in 2022, an increase of more than 63% over the number downloaded in 2016²². The problem is that out of this total, 25% are never used and 15% are hardly used²⁴.

If, after carrying out the analysis mentioned in this guide's first tip, we conclude that we do need a mobile app for our project, then we ought to consider the following :

Mobile app development

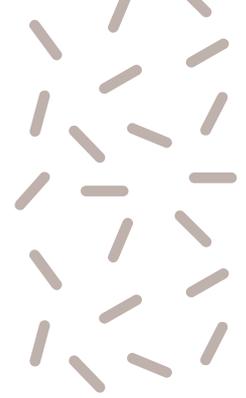
- Remove non-essential features.
- Limit the sending of notifications and avoid notifications without a clear purpose.
- Include a feature where notifications can be configured and customised.
- Use the DevOps methodology to optimise the software development process.
- Use energy profiles : many mobile operating systems have energy profiles that enable people to optimise battery usage. Mobile apps can take advantage of these profiles to adjust their energy use accordingly.
- Minimise the use of background resources : mobile apps can continue to use resources even when they are not running in the foreground. We therefore recommended minimising the use of background resources and making use of techniques such as disabling location and reducing screen brightness to reduce energy consumption.
- Adjust geolocation accuracy to the level that matches actual needs.

The Android Studio tool is the official integrated development environment used in developing Android apps, which includes a built-in power profiler that estimates each component's energy use, and this can help us pinpoint areas where we can enhance efficiency.

Consider migrating to a PWA or WebApp

PWAs (Progressive Web Apps) have several advantages over native iOS and Android apps, considering the environmental impact of both their deployment and use. These include the following :

- 1) Lower use of resources : since these are web apps that run in the browser and do not require downloading or installation on the device, they do not take up space and do not consume resources, such as those in the CPU (running in the background), memory or storage.
- 2) Reduction of environmental impact : by not requiring a download or installation on the user's device, the amount of energy required to send and store the app on the device is reduced. Moreover, as a web app, it does not require constant updates like native applications do, which also reduces the environmental impact.
- 3) Accessibility : PWAs are accessible from any device with a compatible web browser, which means that users do not have to switch devices to use a specific app. This reduces the need for multiple devices and therefore reduces the amount of resources required to manufacture and maintain devices.
- 4) Greater compatibility : PWAs are compatible with multiple operating systems and browsers, which means that a wider audience can be reached with a single version of the app.
- 5) Enhancing the user experience : after an initial online upload, and once the PWA's shortcut has been added to the device's home screen, PWAs can run offline, thus improving accessibility and the user experience. When the internet connection is lost or you are not within reach of a mobile or WiFi network, the PWA can continue to run as long as it has access to the device's cached resources. Cached data takes up less space than an APK that has been installed.
- 6) Reduced use of data : PWAs use ServiceWorker technology, which can help save bandwidth in web apps.



Thinking about the future

Facilitate decision making

In order to complete the programming phase, we ought to design a **maintenance and end-of-life plan** for our tool, so that we can ensure that its use remains responsible for the rest of its life cycle.

Rule number one is that the site needs to be designed in a way that is also easy to maintain. Below we lay down some basic actions to be carried out :



Tips

- Appoint the person in charge of this task.
- Review the content from time to time to remove anything that is no longer relevant. In particular, videos that have not been viewed or have had a relatively low number of views over the last three years.
- Compare the environmental impact following the implemented actions, preferably using the same tool that we used in the design phase.
- Verify the tool's operation at least once a year using various connection types, such as 2G or 3G, in order to make sure that it remains operational.
- Ensure that the software used is up to date and continues to protect personal data.

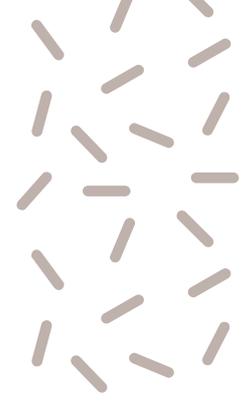
A content and personal data expiry policy

This policy will provide us with guidance in managing the removal of unnecessary or obsolete files, as well as deciding when it is time to remove the site altogether. This is the case for many pages that are created for specific events or happenings and that are never deleted.

An operation and maintenance handbook

To this end, it is advisable to create a handbook that clearly sets out the list of practices implemented and future actions, in order to ensure that the information is conveyed both to those who will be tasked with maintaining it and to future team members.

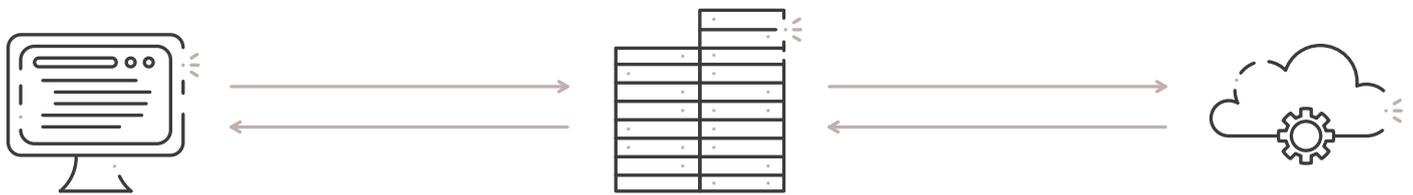
This handbook will allow us to carry out faster and, above all, uniform maintenance, which is why it is crucial for this document to be easily accessible and available to teams of similar future projects.



3. HOSTING : WHERE AND HOW TO MANAGE MY TOOL

A great deal is said about the energy efficiency that data centres have achieved in recent years, and while it is true that energy consumption has not increased in proportion to the exponential increase in data traffic, we must consider the electricity supply problems we are currently experiencing and the emergence of new technologies such as 5G that will boost the use of the internet, in order to take action in this regard.

In this final section, we will focus precisely on the best practices to reduce the environmental impact of hosting and the path of the information that will be processed in our tool.



SUMMARY OF GOOD PRACTICES

GLOSSARY

CDN

Content Delivery Network is a network of servers located in different parts of the world that contain local copies of content (videos, images, music, documents, websites, etc.) that are stored on other, geographically remote servers.

PUE

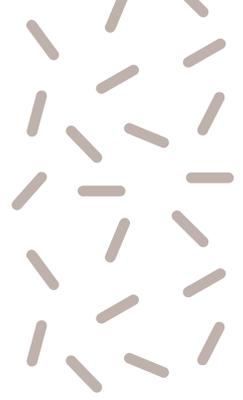
Power Usage Effectiveness is a variable for measuring the energy efficiency of data centres that is determined by dividing the amount of energy entering the data centre by the amount of energy actually reaching the IT equipment, and which provides insight into the amount lost to other equipment, such as cooling systems.

Serverless computing

A fully self-managed cloud computing model or service in which the cloud provider runs the server and manages it by allocating and adapting its resources according to the organisation's needs.

Virtual server

A simulation of a physical server in a virtual environment that allows for the sharing of software and hardware resources from various companies.



Choosing our hosting service responsibly

When we process a large amount of data in our organisation, our own physical servers are the optimal choice. However, in the case of smaller organisations, it is better to use virtual servers, since these are managed by external parties who ensure that the resources and capacity of each server are taken best advantage of.

Provider analysis

When choosing a web hosting provider, we need to consider whether they perform some of the following actions :

- Optimising the energy consumption of servers, e.g. by limiting the use of air conditioning for the cooling of servers.
- Ensuring they are powered by renewable energy sources and have received environmental certifications, such as Energy Star, LEED, etc.
- Commitment to dematerialisation, waste recycling and local suppliers.
- Comprehensive control of the protection and security of saved data.
- Implementation of a code of conduct and promoting ethical compliance in their operations.



A serverless approach

Building your tool and deploying the code on serverless computing platforms will help you reduce the management and maintenance associated with having your own servers.

In order to assess the provider's environmental footprint, we can take the PUE unit of measure (Power Use Effectiveness ratio) as a reference. Currently, the average PUE of the largest data centres stands at 1.55²⁴, which means that for every 1.55 volts that enter the data centre, only one is used to power IT systems.

Ideally, seek out new or hyperscale data centres that tend to have a PUE closer to one, as these run more efficiently, given that all servers share the same cooling system.

Strategically located data centres

The second aspect to consider is the location of servers, since the further the data needs to travel, the more electricity will be consumed and the speed of access may decrease. Therefore, it is best to look for a data centre that is geographically close to your audience, or else work with a CDN (Content Delivery Network), in case your audience is located in different parts of the world.



Good to know

Physical server or Virtual servers with PUE <1.2
+
Close to my audience
=
Better energy efficiency
Improved page load times



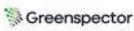
Want to go further?



ADDITIONAL RESOURCES

1) Useful tools

Website Energy Efficiency Calculators

 **Mobile Efficiency Index**
Assesses the energy efficiency of your website

 **Lighthouse**
Assesses the quality of your web pages

Website Environmental Footprint Calculators

 **GreenIT Analysis**
Evaluates the application of eco-design on its website

 **Ecoindex**
Assesses the environmental impact of your website

 **Carbonalyser**
Measures the environmental impact of your Internet browsing

 **Website carbon**
Assesses the carbon footprint of your web pages

 **Ecograder**
Measures the environmental impact of your website

 **App Scan**
Measures the digital efficiency and performance of your website or application

Accessibility Testing Tools

 **WAVE**
Assesses the accessibility of your website

 **No Coffee**
Colour display simulator

 **TPG**
Analyses the colour contrast

Image compression tools

 **Shortpixel**
Compresses your images

 **Image Compressor**
Compresses your images

 **TinyPNG**
Optimises the weight of your images

 **Compressor.io**
Compresses your images

Video compression tools

 **HandBrake**
Compresses your videos

 **Veed.io**
Compresses your videos

 **FreeConvert**
Compresses your videos

 **Media.io**
Compresses your videos

Document compression tools

 **Ilovepdf**
Convert your pdf documents

 **PDF24 Tools**
Compresses your documents pdf

 **Adobe**
Compresses your documents pdf



Smallpdf
compresses your documents pdf

Performance and quality measurement tools



GTmetrix
evaluates the performance of your website

Responsible video platforms



GreenEncoder
environmentally friendly video encoder



Streamlike
responsible storage platform for video and audio content

Website sustainability comparison tool



Ecometer
assesses the level of ecological responsibility of your website



Framatube
responsible video platform

Responsible hosting

Provider	Type of service		
	Shared web hosting	Virtual Private Server	Cloud hosting
A2 Hosting (Netherlands)	✓	✓	
Ethibox (France)	✓		
GreenGeek (Various countries)	✓	✓	
Infomaniak (Switzerland)	✓		✓
HostPapa (Various countries)	✓	✓	
Eco Web Hosting (United Kingdom)	✓	✓	
Ionos (Europa)	✓	✓	✓

Responsible Analytics Tools

Tool	Self-hosting	Data protection
PostHog	✓	<ul style="list-style-type: none"> ● Open source option ● No third party cookies for self-hosting option ● Code auditing support for compliance and security
Fathom	✓	<ul style="list-style-type: none"> ● GDPR, CCPA, ePrivacy and PECR compliance ● No cookies whatsoever
Matomo	✓	<ul style="list-style-type: none"> ● Does not store personal information about its visitors ● This tool does not install cookies, so you do not have to worry about adding a consent banner to your website ● Other data is stored in accordance with GDPR and FADP
66Analytics	✓	<ul style="list-style-type: none"> ● 66Analytics' customers are responsible for compliance
Simple Analytics	✗	<ul style="list-style-type: none"> ● Cookie-free (GDPR, CCPA and PECR compliant) ● No collection of IP addresses ● Do Not Track support
Umami	✓	<ul style="list-style-type: none"> ● No personal data is collected ● GDPR compliant ● No cookies or consent notices required
Piwik PRO	✓	<ul style="list-style-type: none"> ● Consent manager ● GDPR consent requests for EEA residents ● Multiple tracking options ● Opt-out mechanism
GoatCounter	✓	<ul style="list-style-type: none"> ● Does not collect personal information ● Does not share information with third parties ● May or may not require a GDPR consent notice
Counter	✓	<ul style="list-style-type: none"> ● No cookies, logs or IP address tracing ● No personal data is collected ● Customers have full control over their data ● GDPR, CCPA and PECR compliant

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✓ THE CHECKLIST FOR YOUR SUSTAINABLE PROGRESS!

Tick the boxes when you plan to implement these accountability levers in your practices. For unticked boxes, go to the associated good practice sheet to get lots of tips!

DESIGN : Determining the components of my tool

Good practice no. 1 : Analysing before deciding

Good practice no. 2 : Reworking the content

Good practice no. 3 : Personally customised design

Good practice no. 4 : Respecting privacy

Good practice no. 9 : Optimising videos

Good practice no. 10 : Optimising fonts

Good practice no. 11 : Speeding up content downloads

Good practice no. 12 : Limiting plug-ins and widgets

Good practice no. 13 : Improving interaction on our website

Good practice no. 14 : Optimising our apps

Good practice no. 15 : Thinking about the future

DEVELOPMENT : Programming and optimising my tool

Good practice no. 5 : Selecting the appropriate programming language

Good practice no. 6 : Optimising the use of CSS/ JavaScript

Good practice no. 7 : Using caches whenever possible

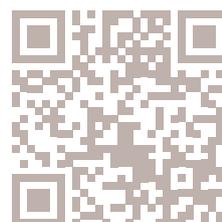
Good practice no. 8 : Optimising images and colours

HOSTING : Where and how to manage my tool

Good practice no. 16 : Choosing our hosting service responsibly

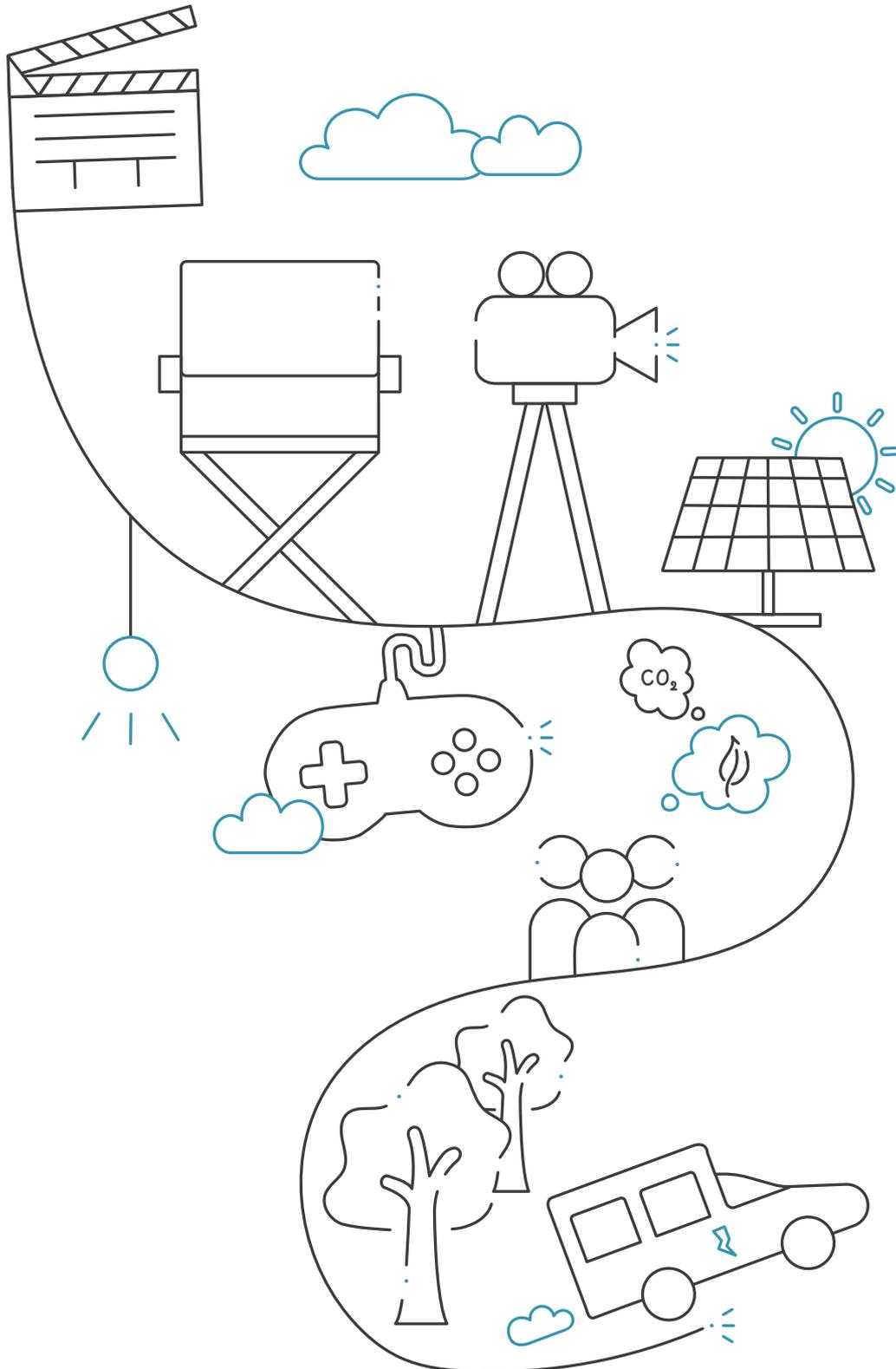
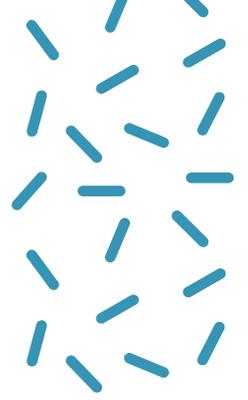
✍ NEED TO WRITE SOMETHING DOWN?

Visit our website
to go further!



7

Audiovisual eco-design





Chapter Contents





Small screen or large screen, big impact



We live in a society of images and audiovisual production is constantly evolving. Within a few seconds, the animated image has the ability to summarise a message, an atmosphere and emotions that no other channel could convey. Whether it's a short sequence filmed by one person on a smartphone or a feature film lasting weeks or months and mobilising an entire team, audiovisual content can generate colossal environmental impacts, if care is not taken! A feature film represents up to 1,000 tonnes of CO2 equivalent. It is therefore necessary to ask how relevant a production is, and whether there are less impactful alternatives, such as reusing archive footage, can be considered.

The moving image sectors include the audiovisual and film industries, video games, digital experiences, and the advertising sector. The types of production vary from video clips, television 'news' series produced in episodes, sporting events to three-hour films on the big screen, and the realities are quite different. Throughout the development, production, general management and post-production processes, the production team face a variety of constraints when it comes to equipment, transport, studios, sets, lights and energy. This chapter reviews the main impact factors to be aware of: in-depth reflection will be very beneficial both financially and environmentally! In addition, at the end of the section, we refer to the tools for measuring the impact of audiovisual productions that are available within the sector.

“ALTHOUGH IT IS EPHEMERAL AND TRANSPORTED AS IF BY MAGIC, AN IMAGE REQUIRES SUBSTANTIAL PRODUCTION.”



Good to know

Atlas, Le proprieta dei metalli, Pietre Sommerse : three films assessed by Green Film as having an environmental score above 30 out of 50.



Source : www.green.film



Good to know

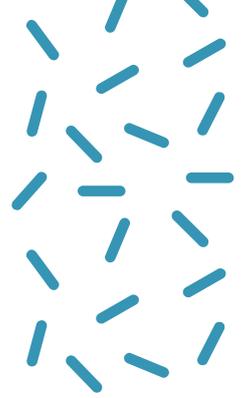
In the US, the TV series *Cheers* popularised the concept of “designated driver”, which standardised behaviour across the country and reduced the number of drink driving deaths.

“Screen industries have a crucial role to play in resolving climate change. Reducing the footprint associated with productions is certainly important. But, by far, the biggest opportunity to have an impact is through the content we put on screen. Collectively, our industry reaches millions of people every day. This represents an unprecedented opportunity to change mentalities and generalise positive environmental behaviours. It's a chance to shape society's response to climate change.”

Fuente : www.wearealbert.org



How to eco-design audiovisual media?



1. FILMING LOCATIONS

Producing an advert in the middle of the African desert might fit with the brand personality or be driven by brand aspiration but we have to consider the impact of these choices. It's not difficult to imagine the consequences of team travel by plane, transport of equipment and the implications in terms of energy resources.

The financial costs are coupled with environmental costs. By questioning the process you may discover viable, less environmentally impactful alternatives. First Consider eco-production across all elements of the production process, which could include transport, energy, equipment, props and staging, accommodation and food, etc.



Zoom

Several major players in audiovisual production are mobilising on a global level in an effort to significantly reduce the sector's carbon footprint. These include : We are albert (UK), a collaborative project supported by BAFTA (British Academy of Film and Television Arts), which has brought together most of the screen industries since 2011, in favour of sustainable production. On the European continent, the Film

Commission of Trentino (IT) and its partners Mallorca Film Commission, ZephyrMedia Fund, Tartu FilmFund, Apulia Film Fund and IDMSouth Tyrol, operate under the Green Film banner. - <https://www.green.film>. In France, Ecoprod is in a similar process, with Green Clap; in the US, Green The Bid is the lead organisation.

GLOSSARY

Carpooling

Joint and organised use of a vehicle, by a non-professional driver and one or more third-party passengers, with the aim of making a common journey.

Car-sharing

Pooling of a fleet of vehicles for the benefit of subscribers by a vehicle management body.

Circular economy

Economic model with a systemic vision; it's loop-oriented, using waste as a material for other uses, the objective being to limit the use of raw materials.

Multimodality

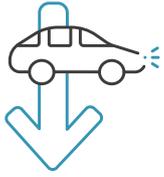
The combined use of different modes of transport.

RUE (Rational Use of Energy)

Rational use of energy, taking into account societal, political, financial and environmental constraints.

Soft mobility

Clean modes of travel to limit greenhouse gas emissions (bicycle, scooter, walking).



Minimising the impact of transport



Transport alone can represent up to 30% of the impact of an audiovisual production. If transport rental on site is not possible, good advance planning enables the transport of equipment to be grouped into a minimum of cartage using low-emission vehicles. And in the case of light filming, a cargo bike is an effective alternative! Other options include raising the awareness of staff and/or actors, encouraging them to travel together, to carpool or use public transport. Be proactive and communicate with the team to raise awareness of the least environmentally impactful ways to travel to the film location. For example, share shuttle timetables, offer free passes for cycle hire or prioritise low-emission vehicles.

The practical essentials for minimising the impact of transport to filming locations :

- Prioritise nearby filming locations.
- Plan the transport of equipment and teams in advance, prioritising group transport (optimal loading of goods and the number of people per vehicle).
- Choose low-emission vehicles : Euro 6 standard, methane engines, LPG, electric or hybrid.
- Raise awareness among staff and/or stakeholders to encourage groupings, carpooling or public transport.
- Communicate shuttle schedules and offer free passes.
- Reserve parking spaces near the filming location.

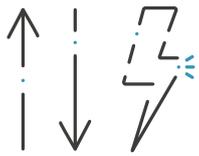


Tip

Good planning makes it possible to reduce the transport of equipment for a shoot.



Source : Funecap Groupe, advertising shoot



Optimising energy flows



Knowing your film location in advance will mean energy supply sources can be assessed. A temporary connection to the official grid will avoid having to use a generator - i.e. a reduction of 66% of the costs! Use LED lighting exclusively and, whenever possible, prioritise any green energy source. In addition, rational management of energy consumption (lighting, sound, server connections, computers, as well as cold and hot equipment) can generate savings and substantial reductions in terms of impact. Some filming locations will have natural light that can be exploited to maximum advantage.

And why not produce part of the energy needs at the filming location? Autonomous photovoltaic kits are used in particular to recharge batteries. Simple to use and effective, they can be deployed readily near the platform. They are all the more useful for filming in the great outdoors! Perhaps technology will soon allow absolute energy autonomy.

The practical essentials for optimising energy flows :

- Start considering energy supplies from the planning stage of the shoot;
- Contact the local authorities to find out the options available for connecting to the public grid;
- Avoid incandescent, halogen or fluorescent lighting systems;
- Identify all sources of green energy;
- Produce your own energy at the filming location;
- Adopt the right reflexes for the rational use of energy;
- Prioritise daylight.



Tip

Mobile energy solutions used on site can be very useful for the audiovisual industry.

Source : Gelec / Dron Location



Making accommodation and food consistent



Small gestures can have big effects! Choose eco-responsible accommodation for your filming teams. The Green Key label brings together 4,000 establishments in 60 different countries. Most often, they are distinguished by eco-gestures relating to bedding, linen, management of consumables and catering. Another alternative is to consider staying with local people. Reduce the impact of catering on location by sourcing and providing healthy and seasonal local food; with minimal packaging and a few food miles as possible. Careful attention should also be paid to food waste and waste treatment. The planet, local producers and your collaborators will thank you!

The practical essentials for accommodation and catering :

→ Identify eco-responsible accommodation (Green Key, Ecolabel EU or ISO 14024) for your teams or homestay accommodation;

- Prioritise healthy, local and seasonal food, at every stage of production and post-production;
- Avoid individual packaging;
- Choose eco-responsible catering services or eco-labelled restaurants;
- For drinks, choose filtered connections to the drinking water network or stand-alone dispensers;
- Use reusable water bottles and/or cups, as well as washable cups for hot drinks;
- Be vigilant about food waste and waste treatment.

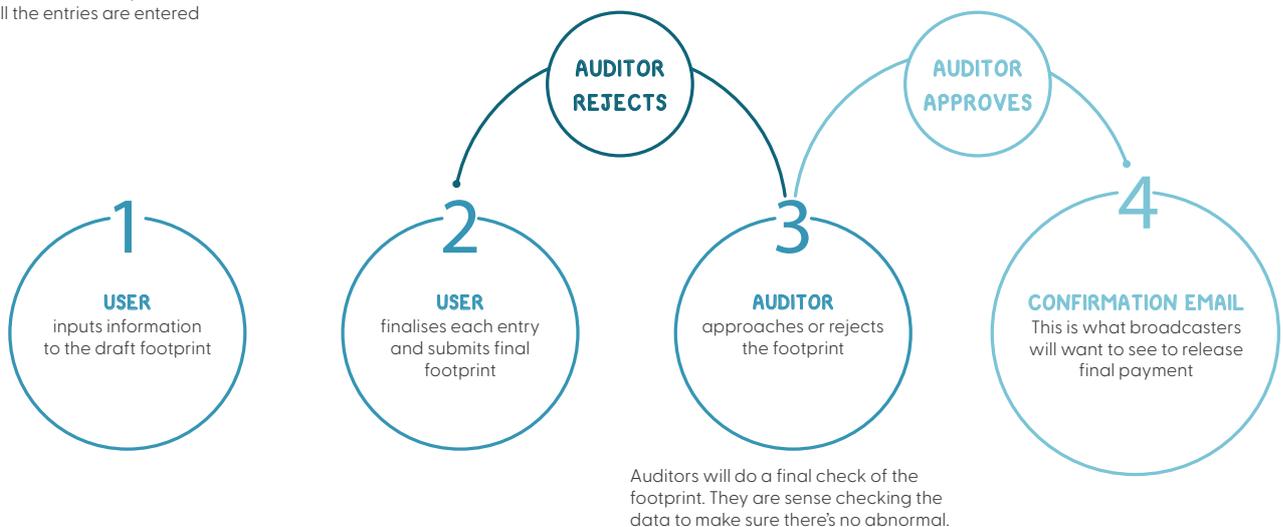
THE FOOTPRINT WORKFLOW

PRE-PRODUCTION

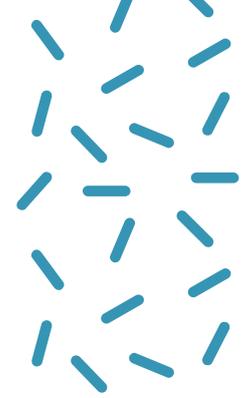
USER creates a draft footprint and DOWNLOADS it when all the entries are entered

If the AUDITORS REJECT the footprint, it will be returned with comments to the USER who can make any amendments needed before resubmitting

If the final footprint is APPROVED by the AUDITOR then the USER and REVIEWER get a confirmation email

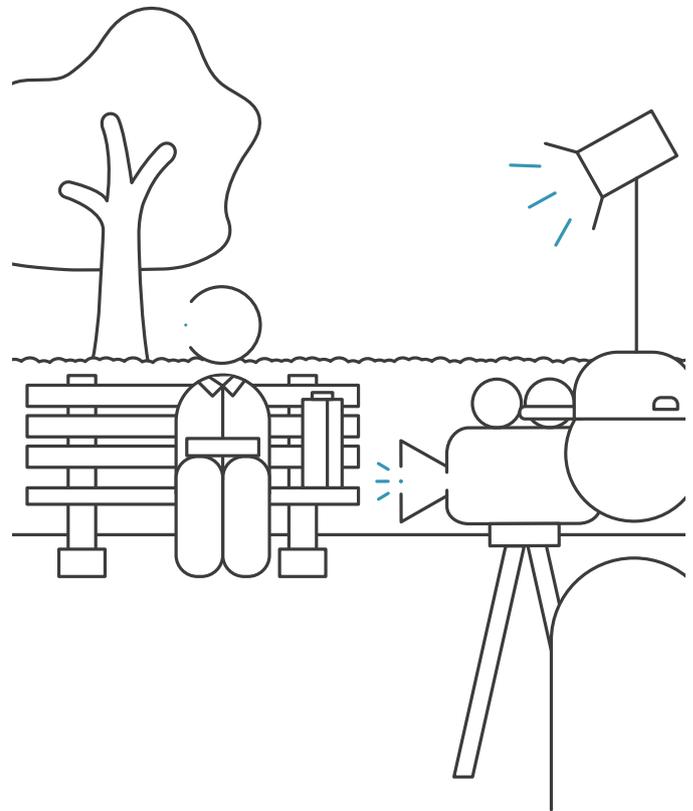


PRODUCTION AND POST-PRODUCTION



2. PRODUCTION AND POST-PRODUCTION

Responsible management of audiovisual production and post-production encompasses several aspects requiring attention. In the following pages, we mainly address the criteria of inclusion and accessibility, so that the needs of all populations are taken into account. We then question the simplicity of the 'all digital' mantra, knowing the turn that has been taken by the industry for production, post-production, distribution and storage. Finally, we highlight the main opportunities for reducing waste.



Good to know

'Green manager' : a new profession has appeared in the world of image! Specialised in the eco-responsibilisation of filming, they ensures the application of methods that guarantee the reduction of the carbon footprint. This function has become essential for achieving the sustainable objectives of a production.

SUMMARY OF GOOD PRACTICES

GLOSSARY

PMR

Persons of Reduced Mobility who have difficulty moving.



Being attentive to inclusion and accessibility



Audiovisual productions should always be challenged to reflect and embrace the diversity of our population. Diversity should be embodied on screen, as well as in the production staff. Productions should consider geographical and socio-cultural diversity, religion, age, gender, etc.

Accessibility is also key; film sets should be accessible for people with physical disabilities and the final production should include subtitling and audio description if required.

The practical essentials for inclusion and accessibility :

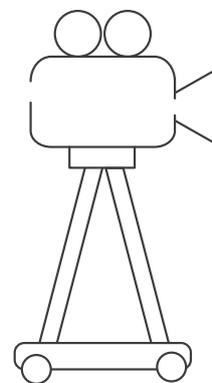
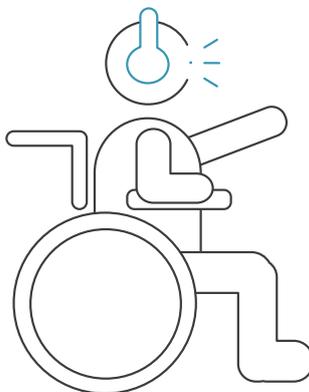
→ Select team members, paying attention to all the inclusion criteria (geographical and socio-cultural diversity, religion, age, gender, etc.);

- Include people with disabilities (18% of the population);
- Ensure the same application of inclusion criteria for production actors;
- Take care of physical accessibility at filming locations;
- Standardise subtitling for the hearing impaired and audio describe if required.



Tip

The film industry can raise awareness of accessibility for people with reduced mobility.



Source : NGC Entertainment



Simple use of the 'all digital' mantra



In the space of two decades, digital technology has taken over the entire audiovisual production sector, with exponential consumption for high resolutions, the cloud and real-time broadcasting. Whether for recording, post-production or broadcasting, the 'all digital' concept involves impacts that can be reduced. Improving the environmental impact can apply to the optimal use of equipment, the proper management of energy sources (especially batteries) and the storage of data on servers. Impacts can be lessened by limiting the size of files exchanged and skillful organisation of archive files.

The practical essentials for digital simplicity :

- Use only the equipment that is strictly necessary;
- Select high-performance batteries and ensure their recycling;
- Prioritise the sending of files in low definition;
- Limit storage of versions on servers;
- Standardise the sorting of archived files.





Being vigilant when it comes to waste management



Massive amounts of waste are produced at each stage of audiovisual production. The first principle of eco-responsibility involves avoiding this, by focusing on reparability, recycling and even reuse. This is the case with electronic equipment that can find a second life in the expert hands of repairers. If this is not the case, adequate recycling channels are in place. Decorative elements, on the other hand, often find enthusiastic buyers. And, finally, food surpluses can be supplied to local associations or, failing that, added to compost or to farming.

The practical essentials for sorting waste :

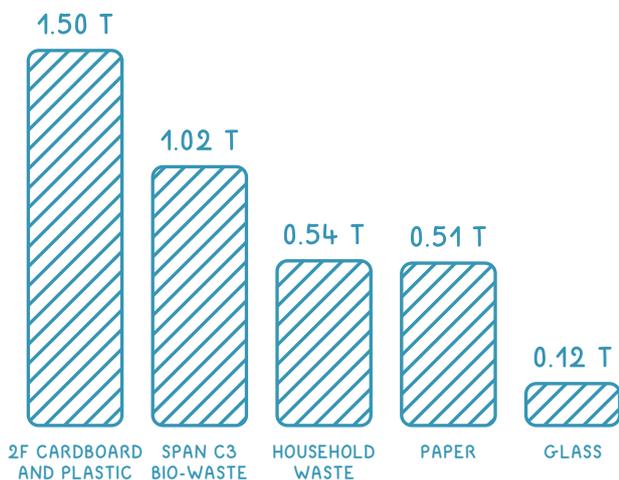
→ Integrate the sorting of waste upstream, at each stage of production, by identifying recycling channels;

- Prioritise the reparability, recycling and reuse of electronic equipment;
- Identify the subsequent use of decorative elements;
- Coordinate food surpluses with local associations and/or processing channels.
- Clearly communicate the location and use of rubbish bins on set, according to type of waste.
- Dispose of waste in accordance with local regulations.



Close-up on the prevention, sorting and recycling of waste on the set of the next film by the French adventurer and director, Nicolas Vanier.

DETAIL OF THE DISTRIBUTION OF TONNAGES BY MATERIAL



ENVIRONMENTAL PERFORMANCE

Please note that these elements only take into account waste that has been weighed



5 French households supplied with electricity for 1 month

ENERGY SAVED



1 French household supplied with water for 1 month

WATER SAVED



5 Paris-London return flights per passenger

CO2 EQUIVALENT AVOIDED

Source : Radar Film.



3. SETS, CLOTHING, MAKE-UP

Circularity deals with the smallest facets of the economy and audiovisual production is no exception! From the outset of a project consider how the equipment can be used when it reaches the end of its life in the production. In other words, design a first life and a second life,

instead of limiting an object to being new or waste. For example, feature film productions may create voluminous sets and invest in lots of different costumes for the actors' roles; through reuse, valuable resources can be saved.



SUMMARY OF GOOD PRACTICES

GLOSSARY

EMAS

(Eco-Management and Audit Scheme) : recognition managed by the European Commission. Based on the PDCA (Plan Do Act Check) method and continuous improvement, this label is in line with European climate strategies.

ISO20121

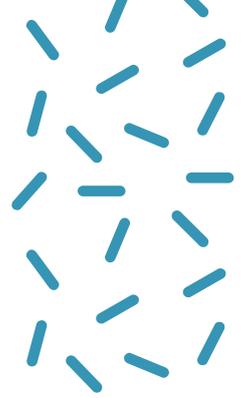
Event Sustainability Management Certification. In addition to environmental aspects, ISO10121 certification incorporates social and ethical aspects (disabled access, fair compensation for workers and the supply chain).

Resource centre

This is a structure that manages the recovery, upgrading and resale of goods in a given territory.



Prioritising reuse for sets and costumes



At a time of dwindling resources, it is fashionable to prioritise reuse, both in terms of eco-responsibility and financial budget. For sets and costumes, a little curiosity and some tricks of the trade will allow you to identify treasures in second-hand stores or shops. Discernment and know-how will be at work to feed your creativity. Otherwise, be sure to use eco-labelled materials and paints. After being used in your production, be sure to contact the appropriate channels so that your creations continue to be used by others.

The practical essentials for reusing costumes and sets :

- Visit resource centres and second-hand shops, placing priority on reuse;
- Prioritise the rental and/or repair of sets, props and costumes, instead of buying them new;
- For sets, use FSC or PEFC-certified wood, as well as Ecolabel paints;
- Preferably, select suppliers of set materials certified with ISO 14001 or EMAS;
- Recontact the appropriate channels to recycle your used equipment.



Good to know

Channels are being set up to reuse film sets.



Source : *La ressourcerie du cinéma*



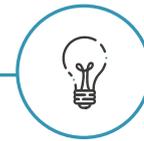
Opting for natural make-up



The cosmetics sector has trended profoundly towards natural raw materials since the early 2000s. Not only do they protect the skin from unnecessary damage - they also reduce the release of toxic products into the environment. Using natural make-up in audiovisual production has a significant impact, since it is the professional sector that uses the largest volume! Do the right thing naturally, both when selecting products and when processing waste. Small cumulative gestures can have big effects.

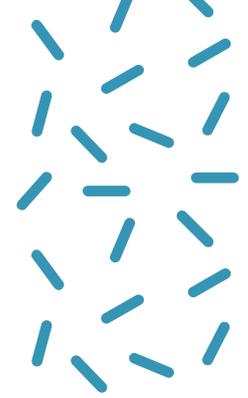
The practical essentials for natural make-up :

- Prioritise any natural source of make-up;
- Avoid any toxic product that is harmful to the skin and the quality of the air;
- Opt for washable make-up remover cotton pads;
- Ensure that waste is processed thoroughly.



Good to know

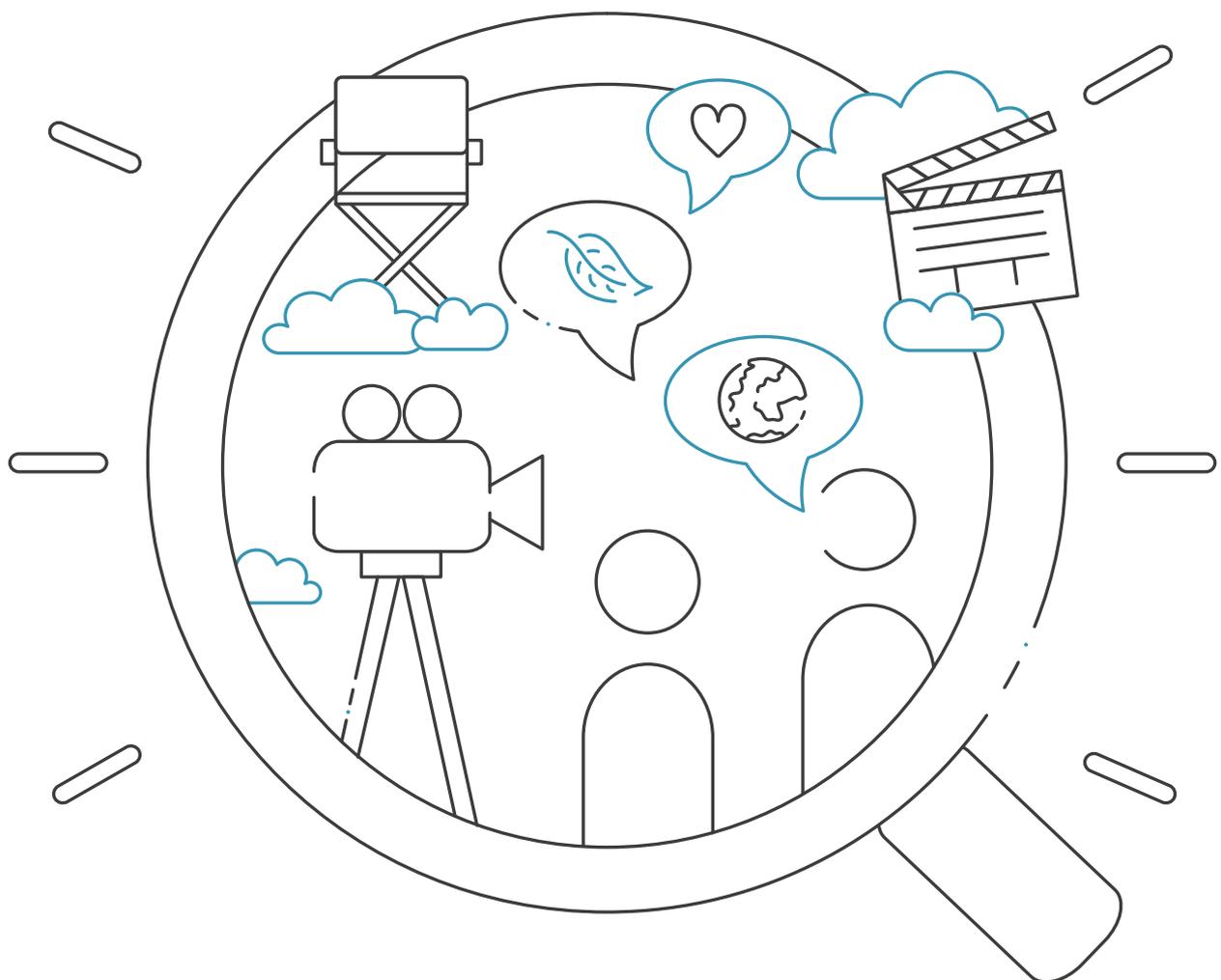
Ecoprod has produced a practical sheet where you can find a number of tips and tricks of the trade to limit the environmental impact of make-up on film sets!



4. MEASUREMENT AND AWARENESS

A whole string of positive actions are all the more difficult to evaluate if they are not subject to rigorous measures. The audiovisual sector collaborates with many specialists in order to achieve this, both nationally and internationally. Some of them are listed in the appendix.

The essential rule is to identify the measurable parameters and to repeat the evaluation at frequent intervals : these are tangible data that you will be able to communicate transparently and represent the only guarantee your commitment is credible.



SUMMARY OF GOOD PRACTICES



Measuring impacts accurately



It is important to measure the impacts of audio-visual productions accurately, by systematising the tools/methods, so that year-on-year results can be compared. It is a process of continuous improvement! A wide range of tools is now available, making it possible to measure the carbon footprint, item by item, identify the main sources of impact and suggest areas for improvement. If you want to apply sustainability criteria to a large-scale project, the services of a 'Green manager' will be very useful for you when defining an action plan and activating the impact reduction levers throughout all stages of production.

The practical essentials for impact measurement :

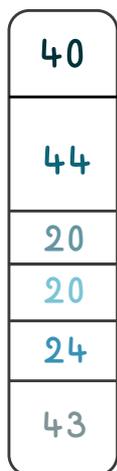
- Upstream, identify a reliable measuring instrument to assess the impacts of production;
- Identify the sources of impact and areas for improvement with the help of a Green manager;
- Define an action plan, reviewable from year to year, in a process of continuous improvement



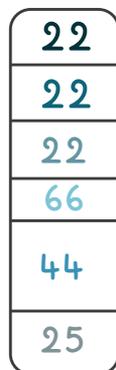
In France, Carbon'Clap renewed its impact calculator for audiovisual productions in 2023

SIMULATION OF THE CARBON'CLAP RESULTS WINDOW

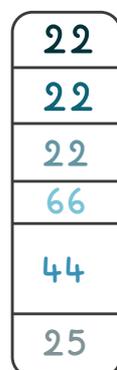
in tonnes of carbon equivalent



Pre-production

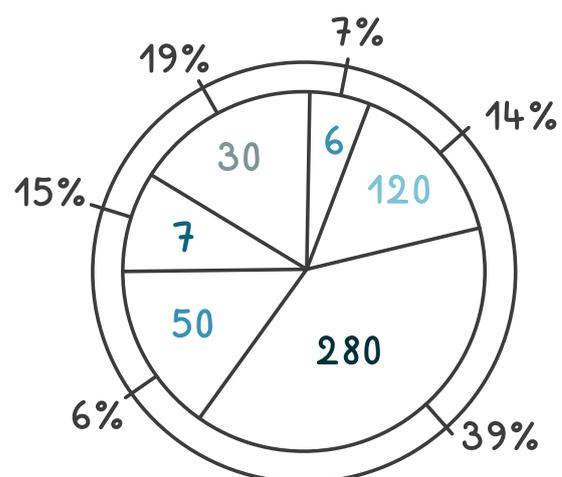


Production



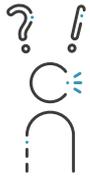
Post-production

These figures are fictitious and offered as an example



- Travel
- Freight
- Energy
- Hotels - catering
- Technical means
- Material means

Source : <https://carbonclap.ecoprod.com>



Inform to improve



Are the sustainability indices of your audiovisual productions improving over time? Find out! Tell your employees, partners, customers, suppliers, competitors, the public authorities, even the general public. The invitation to communicate is to involve you in a process of continuous improvement within the sector. Inevitably, you will receive encouragement, advice or criticism - which will allow you to improve and make further progress. Make sure you refer to the other chapters of this guide, so that your own communication incorporates all the principles of responsible communication!

The practical essentials for your awareness :

- Identify all the targets with which to communicate : employees, partners, customers, suppliers, competitors, public authorities, etc.;
- Identify eco-responsible actions at filming locations and encourage with the use of attractive signage;
- Promote exchanges to feed the continuous improvement process;
- Produce useful material (trailer, clip, "making of", etc.) to promote good filming practices;
- Adopt the principles of responsible communication : low-impact communication tools; proven and non-stigmatising content, to inspire new virtuous practices!



Zoom

As a waste manager, Veolia announces its partnership on sorting waste from audiovisual productions.

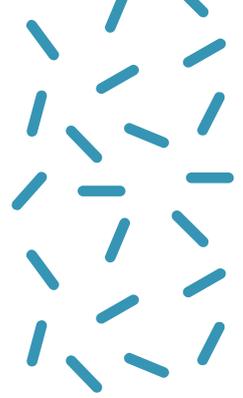
*“ THE CINEMA GOES GREEN :
PREVENTION, SORTING
AND RECYCLING OF WASTE
ON SET “*



Source : www.recyclage.veolia.fr



Want to go further?



ADDITIONAL RESOURCES

1) Useful tools



Carbon'Clap

Carbon'Clap is the carbon measurement tool for the audiovisual, film and advertising sectors.



We are albert

Online tools that allow productions to quickly measure their environmental impact and be recognised to establish green practices.



Green Film

Qualification and certification system for sustainable film production.

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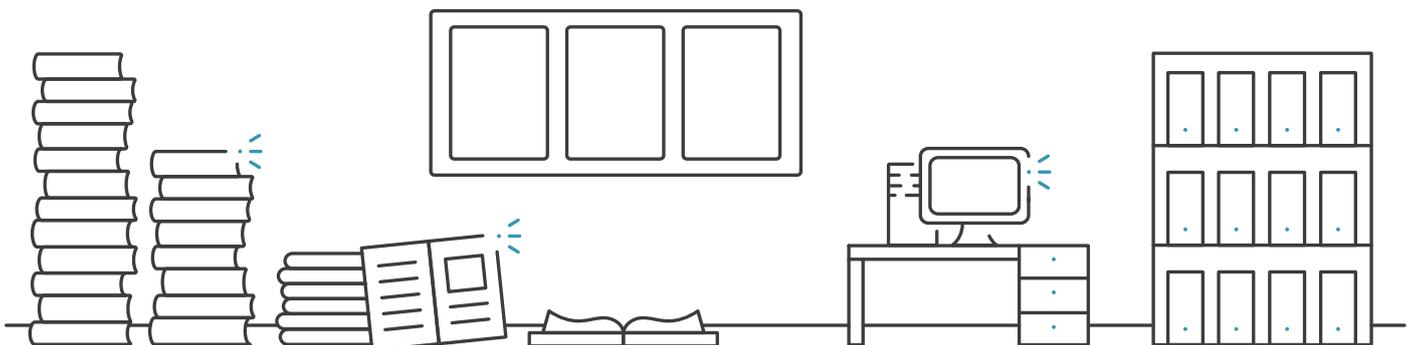
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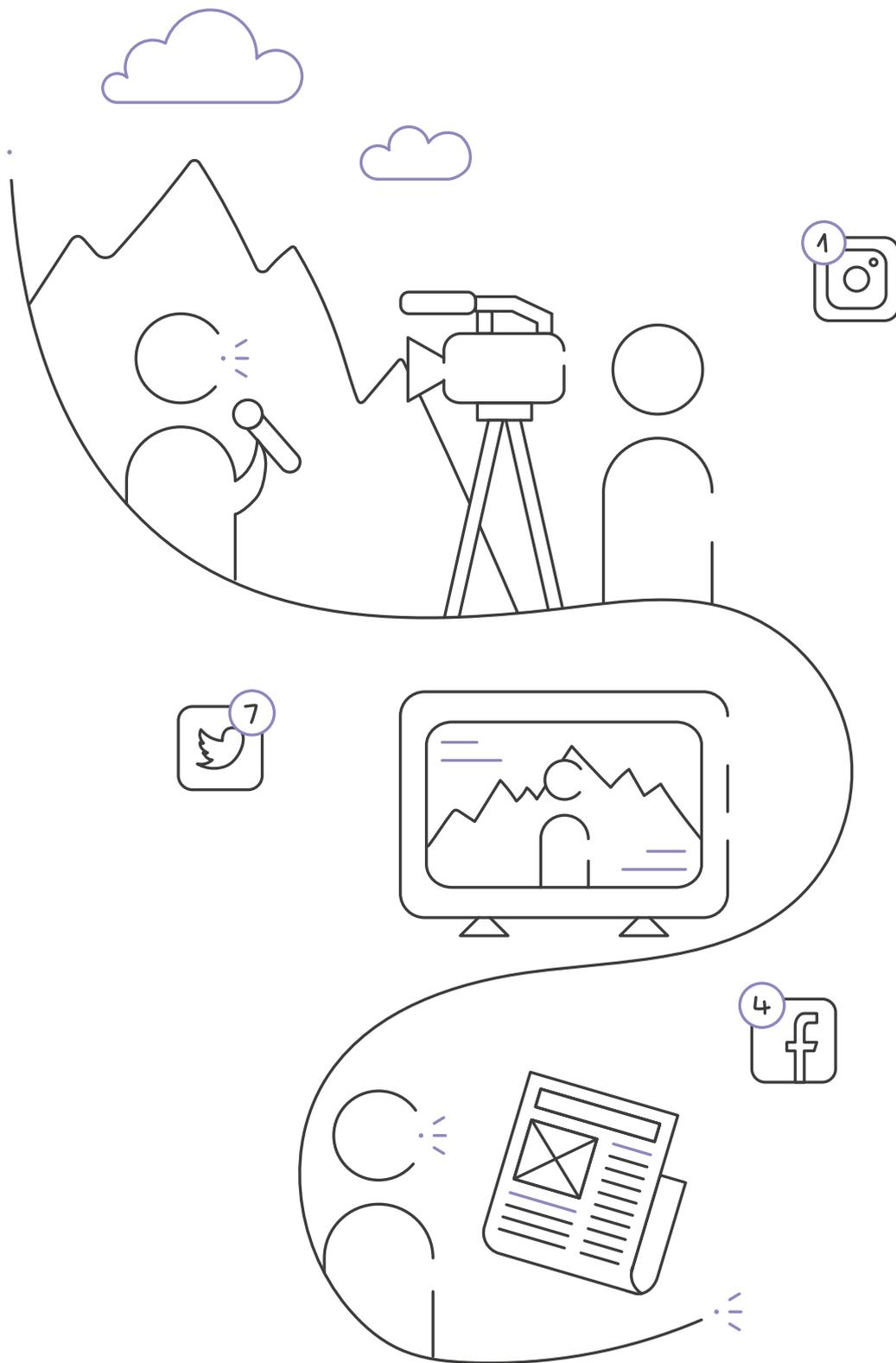
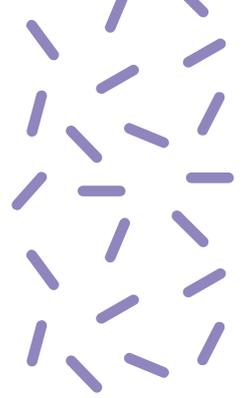
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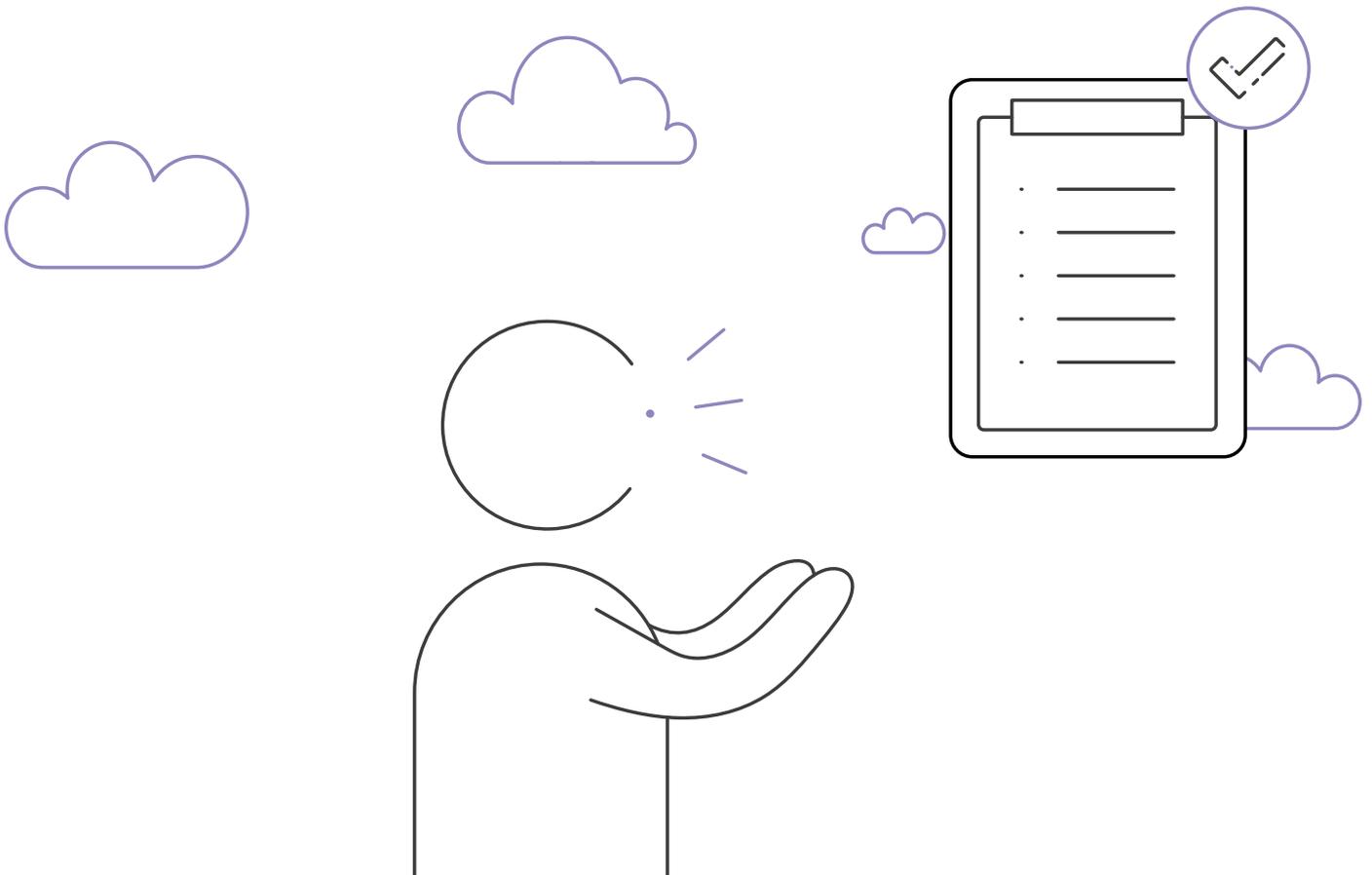
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Reducing the ecological impacts of key media channels





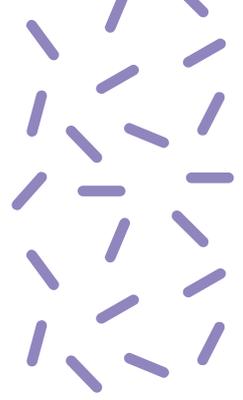
Chapter Contents



“SUSTAINABILITY IS NOT ONLY ABOUT REDUCING WASTE BUT ALSO ABOUT CREATING A CIRCULAR ECONOMY WHERE MATERIALS ARE REUSED AND RECYCLED.” - Ellen MacArthur, Founder of the Ellen MacArthur Foundation.



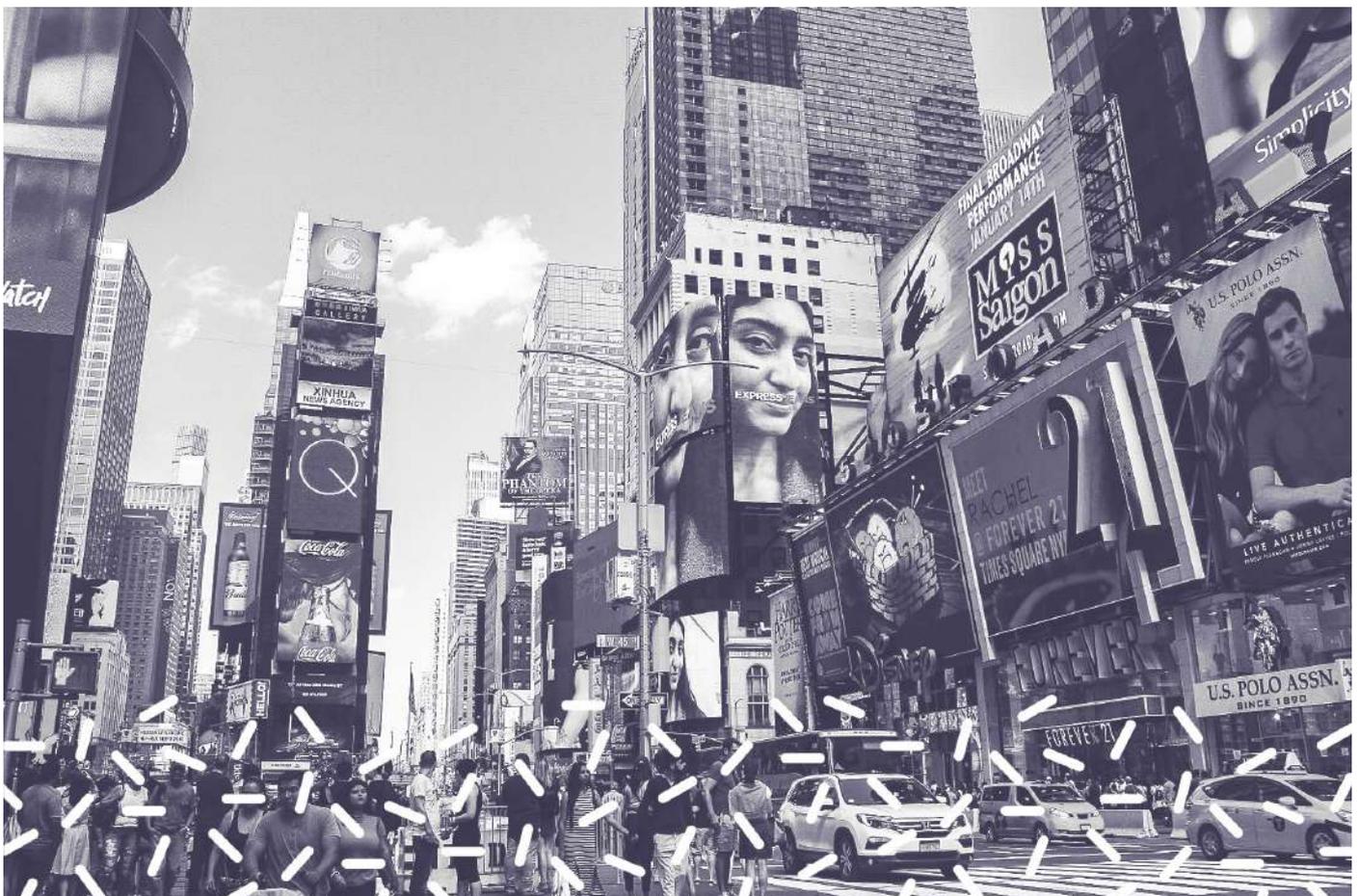
Introduction



It's forecast¹ that between 2018 and 2022, global advertising spending will have increased by more than 160 billion US dollars, reaching close to 790 billion dollars by the end of last year. That's almost the same size economy as entire countries like the Netherlands or Turkey. For the media industry more widely, 2023 figures are expected to show² it to be an industry worth 1.3 trillion US dollars. That's the economy of Spain or Australia.

The global ecological and social impact of the communications and media industry is truly significant and in this section of the BeeCom guide we will look at the scale of that impact and what can be done to reduce it and, if possible, make it more responsible.

Even if your area of communications doesn't include huge global advertising campaigns or major programmes on social media, your communications will have an ecological footprint, and in this section we'll help you take your approach to responsible communications.



Advertising and marketing campaigns have a significant ecological impact on our planet. From the production of the advertisements themselves to the promotion of consumerism, the environmental consequences are far-reaching.

Some of the primary areas of impact include :

- **Energy consumption** : Advertising campaigns and general communications require energy-intensive activities such as printing, broadcasting, digital networks and data servers, which contribute to a large amount of carbon emissions.
- **Waste generation** : The production of campaigns, brands and promotions generates significant waste, including paper, plastics and electronics. These materials often end up in landfill, contributing to environmental pollution.
- **Resource depletion** : The production of communications materials requires the use of natural resources such as water, wood and metals. The extraction and processing of these materials have significant environmental impacts, including deforestation, water depletion and soil erosion. Digital platforms also have a significant resource impact.
- **Consumerism** : Advertising and marketing campaigns often promote a culture of consumerism, which encourages people to buy more and dispose of products quickly, believing that consumption makes you happier or is equated to increased social status.. This leads to a waste of resources and contributes to environmental degradation.
- **Chemical pollution** : The production of advertising materials often involves the use of chemicals that are harmful to the environment. These include inks, solvents and adhesives, which can contaminate soil and water.
- **Digital advertising** : While digital advertising may seem more environmentally friendly than traditional methods, it still has a significant ecological impact. Digital devices require energy to operate, and data centres require massive amounts of energy to run, contributing to carbon emissions.

In Chapter 3 of the BeeCom guide we cover in more detail the role that mass media and marketing plays in fuelling unsustainable patterns of consumption, as citizens are bombarded with constant messaging urging them to buy more, and often. Here we are more tightly focused on how the industry itself impacts on the health of the planet.

Tackling these impacts for a global industry of this size is critically important. Companies in the advertising and media sector have a vital role to play, and there are several steps they can take to reduce their ecological footprint, such as using sustainable materials, using green energy and promoting responsible consumption.

And as consumers, we can reduce the impact of advertising by being mindful of our consumption and supporting companies that prioritise sustainability. Ultimately, a collective effort is needed to address the environmental impact of advertising and marketing campaigns.

This is an area where responsible communications, and responsible consumerism, can go hand-in-hand.

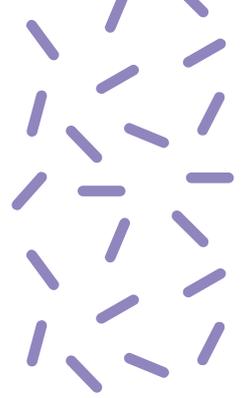
In this section

In this section of the BeeCom guide to responsible communications we will cover a number of key topics including; the main platforms, paid for and organic social media, measuring impact, what is the ecological impact of different channels, impact, thinking about formats, and the social impact of media.

From this section, readers will take away a number of approaches to support them in becoming better communications professionals, some tools that support everyday practice, and a number of case studies or examples that bring the ideas being discussed to life.



How to reduce the ecological impacts of media campaigns

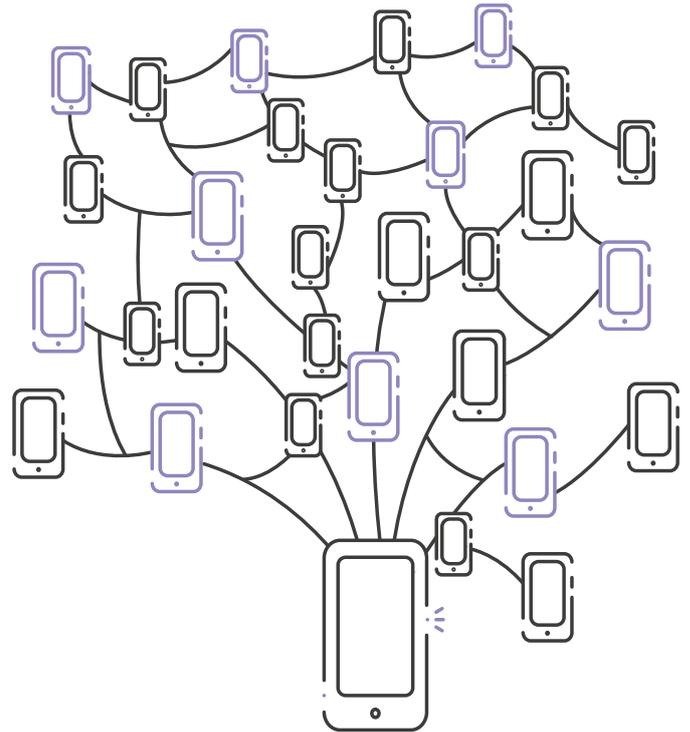


1. WHAT IS DIGITAL SOBRIETY?

One idea or concept that is becoming increasingly popular is the idea of 'digital sobriety'. **Digital sobriety** refers to the conscious and intentional moderated use of digital technologies to minimise their negative impacts on our well-being, relationships and the environment. It is about using technology in a responsible and mindful way, without becoming over reliant or addicted to it, or allowing it to control our lives.

Digital sobriety involves reducing our dependence on digital technologies by setting limits on our screen time, taking breaks from social media, and disconnecting from our devices during certain times of the day. It also involves being mindful of the environmental impact of our digital activities, such as reducing energy consumption and e-waste.

Digital sobriety also includes being aware of the impact of digital technologies on our mental and emotional well-being, such as the negative effects of social media on self-esteem and the impact of constant notifications on our stress levels. By being intentional and mindful in our use of digital technologies, we can develop a healthier relationship with them and minimise their negative impacts.



SUMMARY OF GOOD PRACTICES

GLOSSARY

Digital sobriety

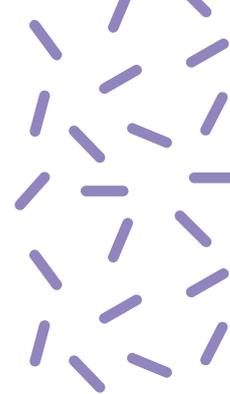
A conscious strategy to moderate the use of digital technologies to mitigate against their more harmful impacts.

Ecological footprint

The overall impact of a product or activity on natural ecosystems, taking into account the wider lifecycle of its production, use and disposal.



Which channels, and what impact?



For agencies and communications professionals, we will all use a range of different media channels to create our communications programmes and campaigns, from something as simple as a few regular posts on social media, to full 'omnichannel' campaigns that stretch across a number of different formats. There are various channels that marketers can use to reach their target audience, each with its own unique advantages but also with their own environmental impact.

1. Outdoor or 'Out of Home' : Billboards have been a popular form of advertising for many years. They are often located along busy highways and in urban areas and can be very effective in raising brand awareness. However, billboards require significant amounts of resources to produce and maintain, such as vinyl, ink and electricity to illuminate the signs. They also contribute to light pollution and can be seen as an eyesore in some communities. Increasingly the portfolio of major advertising networks is digital display, offsetting some of the physical impacts with increased energy usage.

2. TV advertising : Television advertising has long been a staple of marketing campaigns, particularly for large brands with national or global reach. Television commercials require significant resources to produce, including high-quality cameras, lighting equipment and sound production. Additionally, the broadcasting of these commercials consumes a significant amount of energy, particularly when airing during peak hours.

3. Press advertising : Press advertising is another traditional form of marketing that has been used for many years. Newspaper and magazine ads require printing on paper, which can have a significant impact on the environment, particularly if not made from sustainable materials. Additionally, press advertising can contribute to deforestation, as some paper production often involves the destruction of natural habitats, although this is comparatively rare today with a much greater focus on the use of recycled paper.

4. Social media advertising : With the rise of social media platforms, such as TikTok, Facebook, Instagram and Twitter, social media advertising has become a popular way for brands to connect with their audience. Social media

advertising can be very targeted and cost-effective, as it allows brands to reach specific demographics and track engagement with their ads. However, social media use has been associated with increased energy consumption and greenhouse gas emissions, particularly from data centres that power the platforms.

5. Digital advertising : Digital advertising includes a wide range of tactics, such as display ads, search engine marketing and email marketing. Digital advertising can be very efficient and effective, as it allows brands to target specific audiences and track engagement with their ads. However, digital advertising can contribute to energy consumption and carbon emissions, particularly when served on devices with large screens, such as laptops and desktop computers.

For each and every one of these channels there are approaches that can reduce your campaign impact and for many major advertising networks, utilising green energy for example, or offsetting emissions, has become increasingly common.

Two critical and overarching questions to ask when planning a campaign, however, are whether the campaign objectives can be achieved by using less media? And whether the ecological impact is even necessary in the first place?



Focus on the AdGreen Carbon Calculator

While many question the degree to which mainstream advertising agencies, while continuing to promote widespread consumerism, can genuinely be 'part of the solution,' there have been industry-wide efforts to reduce the sector's impact, particularly on direct carbon emissions.

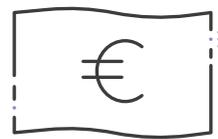
The **AdGreen Carbon Calculator** allows you to work out the carbon footprint of motion, stills and audio projects within advertising campaigns so that you can assess the environmental impact of your production activities. The tool is free at the point of use for the advertising production community, thanks to contributions from participating advertisers to the AdGreen levy on production spend.

The calculator helps production teams to collaboratively log their activities and see where practical changes can be made in order to reduce a project's carbon footprint. It also allows the related parent companies, production consultancies, brands and brand parents to explore and analyse footprints for all projects within their campaigns.

With **AdGreen Carbon Calculator**, you can :



Reduce carbon

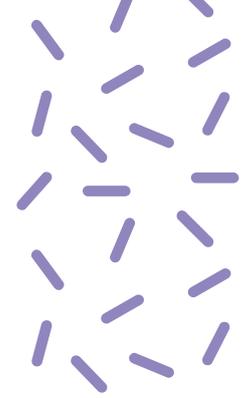


Save money



Retain talent

Source : <https://adnetzero.com>



2. STRATEGIES FOR OUTDOOR AND TRADITIONAL MEDIA

Outdoor media, or 'out-of-home' advertising, as it's known, is principally made up of billboard and poster sites which are a range of sizes and are mainly designed to be seen by passing traffic, pedestrians or public transport users. A growing proportion of these sites are digital, meaning that they are illuminated and can have their artwork changed remotely, and a number will feature animated content too.

Traditional format billboards require significant amounts of resources including vinyl, ink, and electricity to illuminate the signs. They also contribute to light pollution and can be seen as an eyesore in some communities. Increasingly the portfolio of major advertising networks is digital display, offsetting some of the physical impacts but with increased energy usage. In addition, critics would say that their constant presence in our towns and cities further escalates unsustainable patterns of consumption.

There are those, however, within the advertising industry, who claim that of all media channels, outdoor is the most sustainable. "A single OOH [Out of Home] placement is designed and planned specifically to be seen by many people," wrote WPP's Alistair MacCallum in **Campaign Magazine**. "Effective media carbon calculators show that on a 'carbon-per-impression' delivered basis, OOH is very efficient. Much more so than other media where each 'impression' or 'impact' is seen by an individual or, at best, a small number of people."



SUMMARY OF GOOD PRACTICES

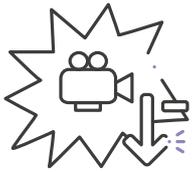
GLOSSARY

OOH

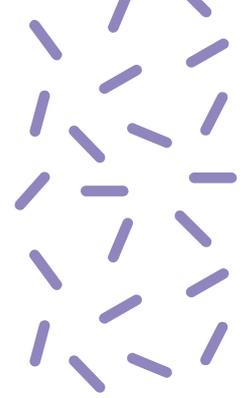
Our-of-home media - e.g. billboards, bus advertising, hoardings.

Subvertising

The 'hacking' of advertising sites to send political or cultural messages, often regarding consumerism.



Limiting the impact of outdoor media



Using more eco-friendly materials

→ Choose eco-friendly materials such as recyclable paper, bamboo, or other biodegradable materials to produce advertisements.

→ Avoid using materials such as vinyl, foam board, and PVC, which are not biodegradable and take centuries to decompose.



Focus on JCDecaux

JCDecaux is a well-known global advertising platform, which has, for over 20 years, been putting sustainable development at the heart of its operations, and in 2014 launched a sustainable development strategy which is now active across almost 50 countries.

The company's approach includes circular economy approaches, renewable energy and adopting a science-based target for net zero. It also chooses to innovate with partners and has introduced solar bus shelters, green roofs, living walls and air-purifying advertising installations.

Six strategic environmental and social priorities

- 1- Reduce energy consumption
- 2- Reduce other environmental impacts
- 3- Deploy a group-wide health & safety policy
- 4- Implement an ambitious group-wide social policy
- 5- Reinforce sustainable development in purchasing policy
- 6- Strengthen employees' commitment towards sus-

tainable development

For an example of the commitments made by the OOH sector in France: http://www.upe.fr/fichiers/les-engagements-climat-de-l-UPE_mars2021.pdf



Adopting sustainable production practices

- Use renewable energy sources to power production facilities.
- Implement water conservation measures.
- Minimise waste by recycling and repurposing materials.



Examples of other major OOH platforms and their sustainability claims

Clear Channel is headquartered in New York but has a major reach across Europe for large format and digital billboards. It's made a commitment to be Carbon Net Zero by 2030 (Scope 1 & 2) and by 2045 (Scope 3) and is spearheading projects and initiatives that drive sustainability and reduce our environmental impact with a focus on carbon footprint, such as green bus shelters (like JCDecaux) and renewable energy installations. It's also planted 400,000 trees with Trees for Cities.

Ströer is a Germany-based major advertising network that is aiming to be climate-neutral by 2025, through energy efficiency, switching to renewable energy sources, and purchasing climate-friendly goods and services. The focus is on the public infrastructure, vehicle fleet and business travel, sustainable office and employee commuting. The company also has an **ethical marketing charter**.

Cutting down billboard size and placement

- Specify smaller billboards for your campaign - e.g. six sheet - that require fewer materials and obstruct natural landscapes less.
- Consider digital billboards which are more energy-efficient and can display multiple advertisements.

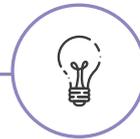


AdFree Cities

AdFree Cities is a network and NGO based in the UK that believes happier, healthier cities should be free from the pressures of corporate outdoor advertising. They cite consumerism, driven by advertising, as contributing to climate and ecological breakdown, undermining well-being and damaging local economic resilience. They campaign creatively across UK cities against further billboard or ad installations.

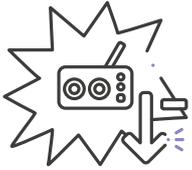
Educating consumers

- Include information about eco-friendly practices in advertising campaigns and use accompanying social media to spread awareness about sustainable practices.
- Encourage consumers to adopt sustainable practices in their daily lives.

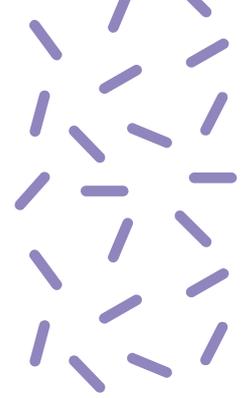


Subvertising

Some activists and artists who think that outdoor advertising is creating ecological and mental harm have been, for several decades, carrying out a process called subvertising, where they either hijack or replace an advert, changing its meaning or placing a political piece of creative art in the ad installation instead. **Operating across Europe, Australia and the US**, they've even published a manual on how to do it.



Cutting the impacts of broadcast media channels



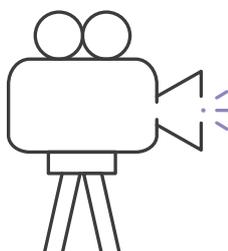
Working with albert

In the Beecom chapter on audiovisual communication there are more tools and tips on how to be more responsible in film and AV, but one method of reducing the emissions of broadcast and film worth highlighting here is a software tool and standard called **albert**.

albert is a tool designed for the broadcasting industry that helps measure and reduce the carbon footprint of productions. This innovative software was developed by a consortium of British broadcasters, including the BBC, Sky and ITV, with the aim of making the industry more sustainable and environmentally friendly.

albert provides a range of tools and resources that enable broadcasters to measure their carbon emissions, identify areas where they can reduce their environmental impact, and implement sustainability measures. This includes a carbon calculator that can be used to estimate the emissions associated with different aspects of a production, such as travel, energy use and waste disposal.

By using *albert*, broadcasters can make significant reductions in their carbon footprint, while also saving money and improving their overall efficiency. In fact, according to a report by the BBC, the use of *albert* has helped the UK broadcasting industry reduce its carbon emissions by over ten percent since 2011.

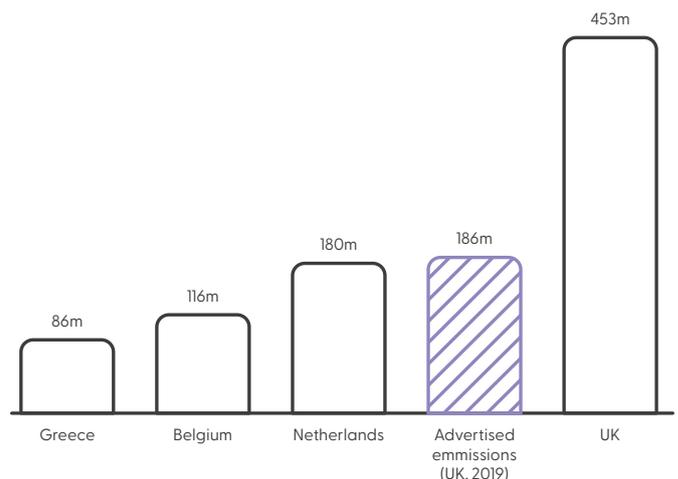


Calculating the impact of communication campaigns with A.L.I.C.E.

The **Publicis** Group has taken a strong stance on responsible marketing and addressing the climate emergency and is working to become carbon neutral by 2030. Its targets have been validated by the SBTi (Science Based Targets initiative) and are aligned with the Paris Agreement and the 1.5° scenario. To assist its clients in their own efforts to reduce their environmental footprint, Publicis has created **A.L.I.C.E** (Advertising Limiting Impacts & Carbon Emissions), a calculator to assess the impact of their campaigns or projects.

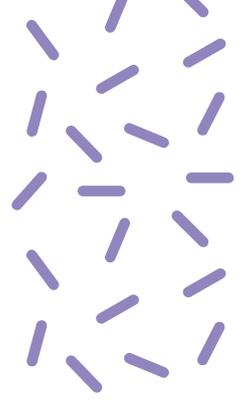
Advertising-related emissions in the UK = 186m tonnes of greenhouse gases, equivalent to running 47 coal-fired power plants all year round and equivalent to all emissions coming out of the Netherlands, and twice the total from Greece.

Advertising-related emissions (greenhouse gas emission in tonnes in 2019)



In 2021, Magic Numbers in the UK showed that advertising adds 28% to the annual carbon footprint of every single person.

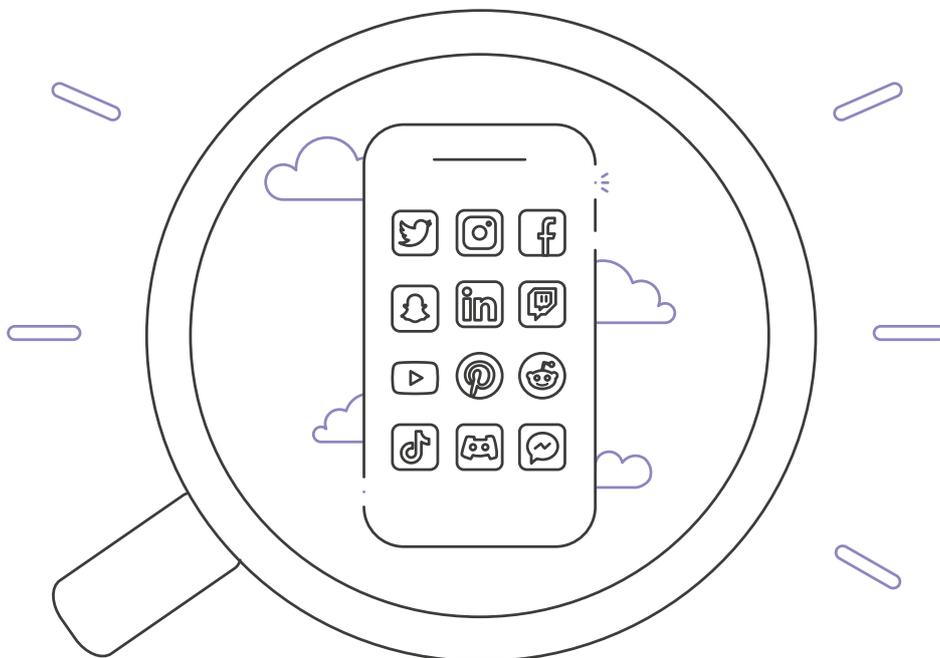
Source : *Magic numbers*



3. THE ECOLOGICAL IMPACT OF DIGITAL AND SOCIAL MEDIA

Social media can reach out across cities, regions, countries and continents. It has the power to create new communities amongst people who share values and ideas. It can be a force for positive change, raising awareness and education. But social media can also be problematic; it can be used to target communities, generate hate, cause disruption and spread misinformation. From an environmental perspective, as a digital

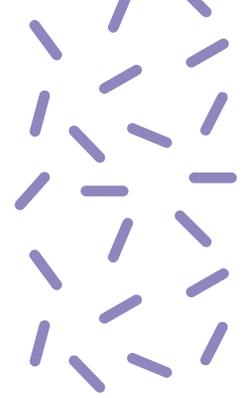
tool social media uses energy to create, store and watch content and the resulting emissions have a negative impact on the climate crisis. As communicators we need to understand the ecological and sociological implications of using social media to communicate. We can do this by understanding impact and making informed choices about the way we communicate on social media.



SUMMARY OF GOOD PRACTICES



What are the main social networks and digital media?

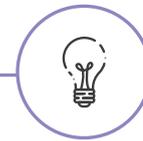


Understanding the main digital media

There are a very wide range of social media networks and platforms to consider but we have summarised the main brands and platforms here :

- **Social networking sites** (e.g. Facebook, Twitter, Instagram, LinkedIn) - where people come to share updates, learn, discuss and sometimes argue! Posts can range from personal stories to politics.
- **Communities and blogging** (e.g. Go Circle, Hivebrite, Medium) - where people share insights, information and news updates, with the opportunity for comments and further sharing.
- **Video sharing** (e.g. YouTube, Vimeo, TikTok) - people share video uploads and live feeds, comment and share.
- **Discussion sites** (e.g. Reddit, Quora, Slashdot) - threaded conversations organised around subject themes, sometimes anonymous.

- **Podcasting** : audio-based stories and reports, sometimes interview-based.
- **Sharing images** (e.g. Pinterest, Instagram) - personal or work use, based around boards or themes.



Good to know

There is also the phenomenon that many social media users will have experienced, where advertising appears across a range of social media platforms, targeted very tightly to your own browsing history, searches or specific demographic; this is called programmatic advertising.

Using programmatic advertising

Programmatic social media advertising refers to the use of automated technology to purchase and optimise ad placements that allows advertisers to reach their target audience with greater efficiency and precision than traditional methods.

Programmatic advertising works by using algorithms and data analysis to identify the best ad placement opportunities for a given target audience. This includes factors such as the user's demographics, interests and behaviours. Advertisers can use this information to create highly targeted ads that are more likely to be seen by their desired audience.

One of the main benefits of programmatic social media advertising is its ability to deliver ads in real-time.

This means that advertisers can quickly adjust their campaigns based on how well they are performing. Advertisers can also set specific goals for their campaigns, such as increasing brand awareness or driving sales, and programmatic technology will work to optimise ad placements to achieve these goals.

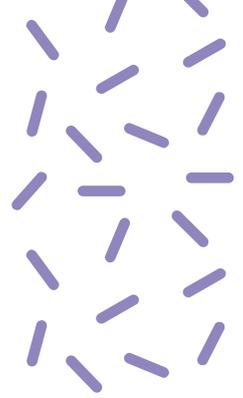
In terms of ecological footprint, some have argued that this more targeted advertising reduces the environmental impact of a campaign, but conversely it could be seen to be part of the 'always on' ubiquitous approach to advertising which has also come in for criticism.



Tips

«Tip: reduce your data load. Shorter ads are lighter than longer ads, as are certain ad formats and compression rates. Optimising the size of resources not only benefits the user experience, it also reduces the emissions associated with delivering an ad and preserves battery power and the overall lifespan of the device receiving it.»

Source : Caroline Hugonenc, VP global research & insights, Plateforme médiatique omnicanale Teads



Thinking about impact

Acknowledging that social media is a shifting environment

Social media is a dynamic landscape; just as we think we understand it, a new platform will take off and become the 'next big thing' or a platform may change the way it operates, which affects the way we can reach out to our audiences.

We need to acknowledge this shifting environment when assessing ecological impact of social media campaigns and activities. If you are communicating across social media platforms you should always be engaged on the most up-to-date key issues of your preferred or potential platforms, this will help you make informed and responsible decisions.

Digital channels have been a 'go to' for communications professionals looking to limit the environmental impacts of communications. But digital is powered by electricity and the consumption of that energy has an impact on our environment.



Did you know?

The International Telecommunication Union (ITU) "estimates that approximately 5.3 billion people – or 66% of the world's population – are using the internet in 2022." And, "Digital technologies now emit 4% of greenhouse gas emissions (GHG), and its energy consumption is increasing by 9% a year."

Source : <https://theshiftproject.org/en/article/unsustainable-use-online-video/>

Understanding the impact of social platforms

The impact of digital activity and campaigns is sometimes ignored as it's mostly invisible to us, unlike the impacts caused by the production of film or print. But every digital action we make or take uses energy that has an impact on our CO₂ emissions.

1. Each social platform has its own environmental impact caused by :

- Storage of data in data centres including images, video and other content
- Operational activity, e.g. office energy, employees' travel and home energy for home workers, etc.

2. Each piece of content viewed on social media has an environmental impact :

- The energy used to view the piece of content
- The additional energy used to share, like or interact

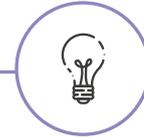
And, as with other forms of marketing and communications, there is the consequential impact of many commercial posts leading to an uplift in consumerism which itself will have an increased impact.

The ecological impact of different platforms

Any social media platform, such as Facebook, Pinterest and LinkedIn, run multinational operations that create emissions and ultimately affect our environment. The operation of any business uses energy and water and other resources and creates emissions.

These come from a range of places, for example data centres that hold all the content shared by millions of users every day along with the environmental cost of running offices, heating for workers at home, hardware, product manufacture and so on.

This section of the BeeCom guide is focused on ecological impacts of media campaigns, but it is important to emphasise here that the negative impacts of the main social media networks and platforms range beyond environmental impact. When considering a responsible approach to communications, social media also raises issues around the use of private data, digital addiction, the strengthening of social stereotypes and mental wellbeing.

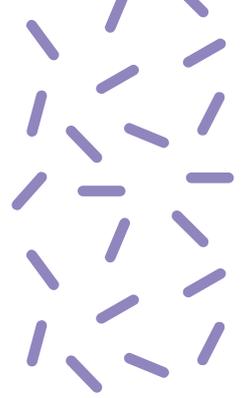


Good to know

Most social media platforms publish information about their sustainability and environmental goals and they generally update them on an annual basis but create conversations around them all year round to generate awareness and positive PR around their activity so it's easy to find up to date information on most platforms.



Reviewing social platforms' data



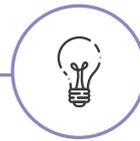
Adapting to a specific social platforms

When you know what platform you'd like to use in your communications, find out more about their current approach to sustainability and social impact. For example, Meta (who own around 100 different platforms including Instagram, Facebook and WhatsApp) have a dedicated website that focuses on their sustainability performance and future plans; <https://sustainability.fb.com/> and they publish previous sustainability reports.

Analysing Facebook's approach to sustainability

Facebook : According to a report by Greenpeace, Facebook's data centres consumed approximately 5.75 terawatt-hours of electricity in 2019, which is equivalent to the energy consumption of the entire country of Singapore. In addition to the energy consumed by its data centres, Facebook's platform also generates a significant amount of carbon emissions from user activity, including content creation, sharing and streaming. Facebook has committed to achieving net-zero carbon emissions across its entire value chain by 2030³.

In 2020, Facebook managed to make some significant progress⁴ on its journey to net zero however, with continued improvement during 2021 and 2022. In April 2020, it achieved its goal of running all its operations on 100% renewable energy, as well as reaching net zero operational emissions by removing the same amount of greenhouse gases from the atmosphere as it emits. In 2020 it also restored more than 1.5 times its total water consumption in the watersheds where it operates.



Meta's approach to sustainability : progress and goals

Progress :

2021 :

- Contracted 1 billion gallons of water for restoration
- Purchased more renewable energy than we used across all facilities
- Began engaging suppliers to drive toward net zero value chain goal
- Launched \$1 million dollar climate misinformation grant

2022 :

- Joined the frontier advance market commitment to accelerate development of carbon removal technologies

Goals :

2030 :

- Net zero value chain emissions in 2030
- Water positive in 2030

Source : <https://sustainability.fb.com/wp-content/uploads/2022/06/Meta-2021-Sustainability-Report.pdf>

Focusing in on Instagram and TikTok's approach to sustainability

Instagram : Instagram, which is owned by Facebook, has a similar ecological footprint. According to a report by **The Guardian**, Instagram's data centres consumed approximately 230 million kilowatt-hours of electricity in 2018. In addition to energy consumption, Instagram also generates significant carbon emissions from user activity, including the production and sharing of photos and videos. However, the company has not disclosed any specific goals or targets related to reducing its carbon footprint.

TikTok : TikTok, which is owned by the Chinese company ByteDance, is known for controversies around data privacy but there are claims that it has a relatively small ecological footprint compared to other social networks.

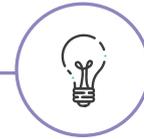
According to a report by Bloomberg, TikTok's data centres consumed approximately 318 million kilowatt-hours of electricity in 2020. However, TikTok has faced criticism for its lack of transparency around its environmental impact, and the company has not disclosed any specific goals or targets related to reducing its carbon footprint.

One **very recent report** however did suggest that TikTok's energy use was much higher than thought and outlined that one minute on TikTok produces 2.63g CO₂e. That's more than twice as much as Instagram (1.05g); three times more than Facebook (0.79g); and five times more than YouTube (0.46g). Both Facebook and TikTok produce enough CO₂e each year, stated the report, to fly the entire population of London to New York and back.

Analysing Twitter and LinkedIn's approach to sustainability

Twitter : According to a report by **Wired**, Twitter's data centres consumed approximately 2.7 terawatt-hours of electricity in 2019. While this is significantly less than Facebook's energy consumption, it still represents a significant environmental impact. In addition to energy consumption, Twitter's platform generates carbon emissions from user activity, including tweeting, retweeting and consuming media. However, like Instagram, Twitter has not disclosed any specific goals or targets related to reducing its carbon footprint.

LinkedIn : The professional social network LinkedIn has made a number of sustainability commitments, including reducing its carbon footprint (including Scope 3 emissions from travel and suppliers) by 55% by 2030, and offsetting all remaining and historic emissions. They also conserve potable water, source reclaimed water at some of its largest sites, and report on their water footprint to the Carbon Disclosure Project Water report every year. For its direct energy use, 80% of its offices' footprint is powered by wind and solar power.



Did you know?

It is possible to reduce environmental impact by opting for an eco-responsible data centre. This alternative :

- Uses low-emission building materials to minimise environmental impact;
- Uses cooling techniques (free-cooling);
- Uses energy from renewable sources such as solar energy;
- Has materials and equipment often recycled and reused.

Source : WavaTech



Advertising social and environmental issues on Meta



Being aware of Meta's advertising standards

One issue to be very aware of when planning a campaign is that if you are planning on advertising on any of the Meta channels (e.g Facebook, Instagram), you have to adhere to their advertising standards, and your ad(s) will have to pass a review process before going live. If your advert, or any of its content is deemed to contravene Meta's standards, it may be blocked from running. In many cases, ads that seek to communicate on social issues may be subject to an automated disclaimer that is applied automatically by the Meta system. This will appear every time the ad is shown.

Adapting our advertising campaigns

- Give more time for the set up of these kind of ads - if they fail the initial review, you will need time to appeal and have the review carried out again by Meta.
- Add a 'Paid for' disclaimer to your ads, to help make them compliant - make sure you are clear on who is to be cited in this line. For guidance on how to write your disclaimer, consult : <https://www.facebook.com/business/help/198009284345835?id=288762101909005>.
- Consider how you phrase your ad copy. Ads that are written more specifically about an event, product or activity that you are promoting are not liable to carry a disclaimer in the way that more 'debate starting' content would do. For example : "Car travel is destroying our environment" (will be liable) "Check out the latest electric, climate friendly cars at this week's auto show" (will NOT be liable).



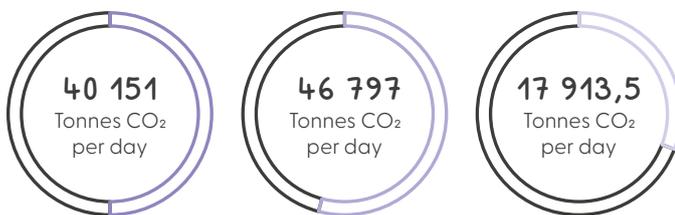
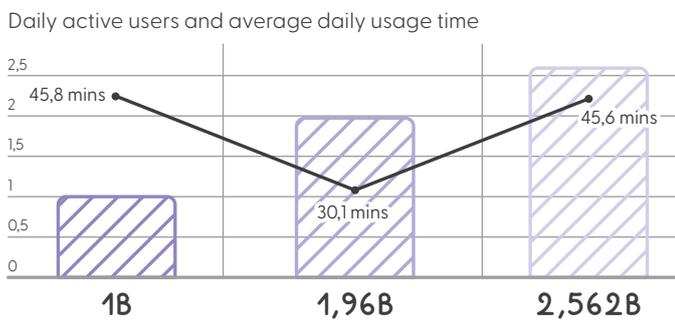
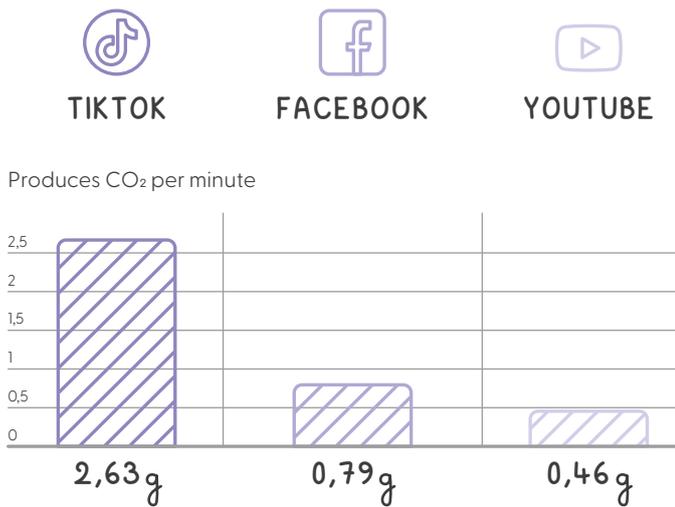
Good to know

Examples of the kind of content that is subject to review and disclaimer in the EU are ads that include discussion, debate or advocacy for or against topics about :

- Civil and social rights (for example, LGBTQ rights, women's rights) - e.g: "It's time for us all to stand up and demand equal rights for women."
- Environmental politics (for example, climate change, renewable energy) - e.g: "How can we better tackle climate change?"
- Health (for example, healthcare reform) - e.g: "We fight for everyone in our community to have access to quality healthcare that all families deserve."

The complete list of issues that are subject to a review or approval procedure and a Meta disclaimer can be found at: <https://www.facebook.com/business/help/313752069181919?id=288762101909005>

Emissions of leading social media apps

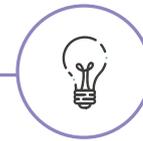


Fuente : www.banklesstimes.com

Avoiding some adverts types

Meta also does not permit adverts that assert or imply the personal attributes of the viewer of the ad, such as their race or age. These ads will not be allowed to run on Meta platforms, and will be blocked. These attributes include age, race, gender / gender identity, sexual orientation, financial status, mental and physical health and disability.

If you want to reach an audience who may identify with any of these traits, you can not reference them directly in any advertising. Instead, you must focus on the benefits of what you are offering.



Good to know

For example, "Are you disabled? We can help!" (NOT allowed, this copy line will see your ad blocked from running) – "We offer support to anyone with a disability" (Allowed, this copy line will be approved).

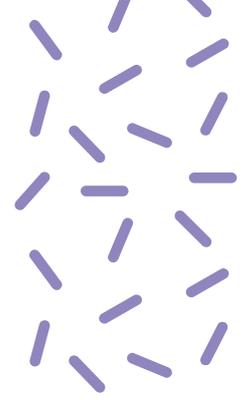
"Are you suffering from breathing problems due to air pollution? We want to hear from you!" (NOT allowed) – "We are running a study into the impacts of air pollution on respiratory conditions and are currently recruiting volunteers" (Allowed).

For more detail around personal attributes in Meta advertising, visit : <https://www.facebook.com/business/help/2557868957763449?id=434838534925385>.

Greenspector.com studied the environmental footprint for social media applications using an S7 smartphone (Android 8). The results were worked out based on data exchanged, energy consumption and carbon impact. They found the worst for carbon impact were TikTok and Reddit, the highest for energy consumption were TikTok and Facebook and the highest for exchanged data were Reddit and TikTok. The full report is available <https://greenspector.com/en/social-media-2021/>.



Creating more ecological campaigns



Limiting our impact - top tips

1. Have a good and well-targeted strategy. The best way to reduce your communications impact is to have a strategy in place, with a well-defined audience, that will increase the efficiency of your communications and eradicate waste.

2. Keep track and measure impact. Tracking your communications activity to make sure you know what works and what doesn't work, again, will reduce wastage and make your campaign more efficient (as well as more impactful and cost-effective).

3. For any direct mail or press ads, use sustainable materials, such as recycled paper and biodegradable or vegetable-based inks. Watch out for glues as they can be harmful, and try to avoid any elaborate print treatments that increase your ecological footprint or make your productions unable to be recycled (e.g. lamination).

4. When advertising, use targeted advertising to reduce the number of ads displayed to consumers who are unlikely to be interested in the product or service and consider using programmatic advertising, which uses algorithms to target ads to specific audiences, reducing the need for broad-based advertising campaigns.

5. Use energy-efficient lighting in outdoor advertising. Use energy-efficient devices in the production and display of digital ads. For both, make sure you're **using renewable energy** sources to power both production and display.

6. Reduce the size and resolution of digital ads to reduce their file size and the energy required to display them. If it's an animation or film, consider cutting the runtime in half and - there you go, you've halved your impact too!

7. Reduce the size of printed ads, to reduce the amount of paper used.

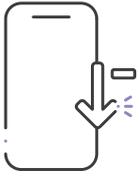
8. Use virtual or digital events instead of in-person events when possible to reduce on emissions from travel.

9. Use eco-friendly or upcycled promotional items, such as reusable water bottles or bags, instead of single-use items like flyers or pens and use biodegradable or recycled materials in the production of promotional items. Or of course - use none at all!

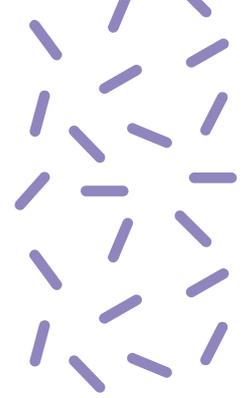
10. Use footprint calculators like some of the ones highlighted in the previous section (A.L.I.C.E. or albert) to work out the ecological footprint of your campaign and how you can reduce or offset it.

11. Include some sustainability or social messaging in your campaign to encourage your audience to reduce their own impact on the planet.

12. And know when to say 'No'. Don't run a campaign or piece of communications unless it's absolutely necessary; if you can achieve the same outcomes through a few meetings or emails, then cut the campaign altogether and do the planet a favour.



Becoming digitally moderate



Going digital, or not?

In today's digital age, many marketing activities can be done online, reducing the need for printed materials, physical events and transportation. Digitising marketing assets such as brochures, catalogues and presentations can save paper, ink and energy, while also reaching a wider audience and tracking engagement metrics more efficiently.

“DIGITAL MARKETING HAS HUGE POTENTIAL TO REDUCE ENVIRONMENTAL IMPACT, BUT IT'S IMPORTANT TO ENSURE THAT THE ENERGY AND RESOURCE USE OF DIGITAL INFRASTRUCTURE IS ALSO SUSTAINABLE.”

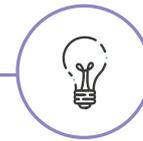
- Linda Crompton, former CEO of the UK-based environmental charity WaterAid

Avoiding unnecessary emails

After major campaigns, meetings and mailouts, TV ads and social media programmes, there is another way in which our everyday communications could become more sustainable - by stopping sending emails that aren't really needed.

According to a study by UK-based OVO energy in 2019, there are over 64 million unnecessary emails sent by people in the UK every single day.

According to OVO, each UK adult sending one less 'thank you' email a day, would save over 16,433 tonnes of carbon a year - the same as 81,152 continental flights to Madrid. Ovo's survey of British people also found that 71% of people wouldn't mind not receiving a 'thank you' email if they knew it was for the benefit of the environment and helping to combat the climate crisis.



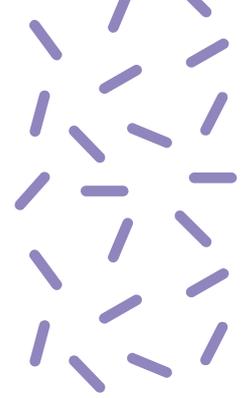
Good to know

Top ten most 'unnecessary' emails sent :

1. Thank you
2. Thanks
3. Have a good weekend
4. Received
5. Appreciated
6. Have a good evening
7. Did you get/see this?
8. Cheers
9. You too
10. LoL



Want to go further?



ADDITIONAL RESOURCES

1) Inspirational bibliography

Main sources

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² STATISTA, *Media - Worldwide*. Consulted on : <https://www.statista.com/outlook/amo/media/worldwide>.

³ Facebook's Net Zero Commitment (September 2020).

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Source : <https://www.asa.org>.

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Source : <https://www.wired.co.uk>.

✓ THE CHECKLIST FOR YOUR SUSTAINABLE PROGRESS!

Tick the boxes when you plan to implement these accountability levers in your practices. For unticked boxes, go to the associated good practice sheet to get lots of tips!

What is digital sobriety ?

Good practice no. 1 : Which channels, and what impact?

Good practice no. 7 : Advertising social and environmental issues on Meta

Good practice no. 8 : Creating more ecological campaigns

Strategies for outdoor and traditional media

Good practice no. 2 : Limiting the impact of outdoor media

Good practice no. 3 : Cutting the impacts of broadcast media channels

Good practice no. 9 : Becoming digitally moderate

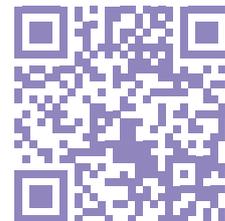
The ecological impact of digital and social media

Good practice no. 4 : What are the main social networks and digital media

Good practice no. 5 : Thinking about impact

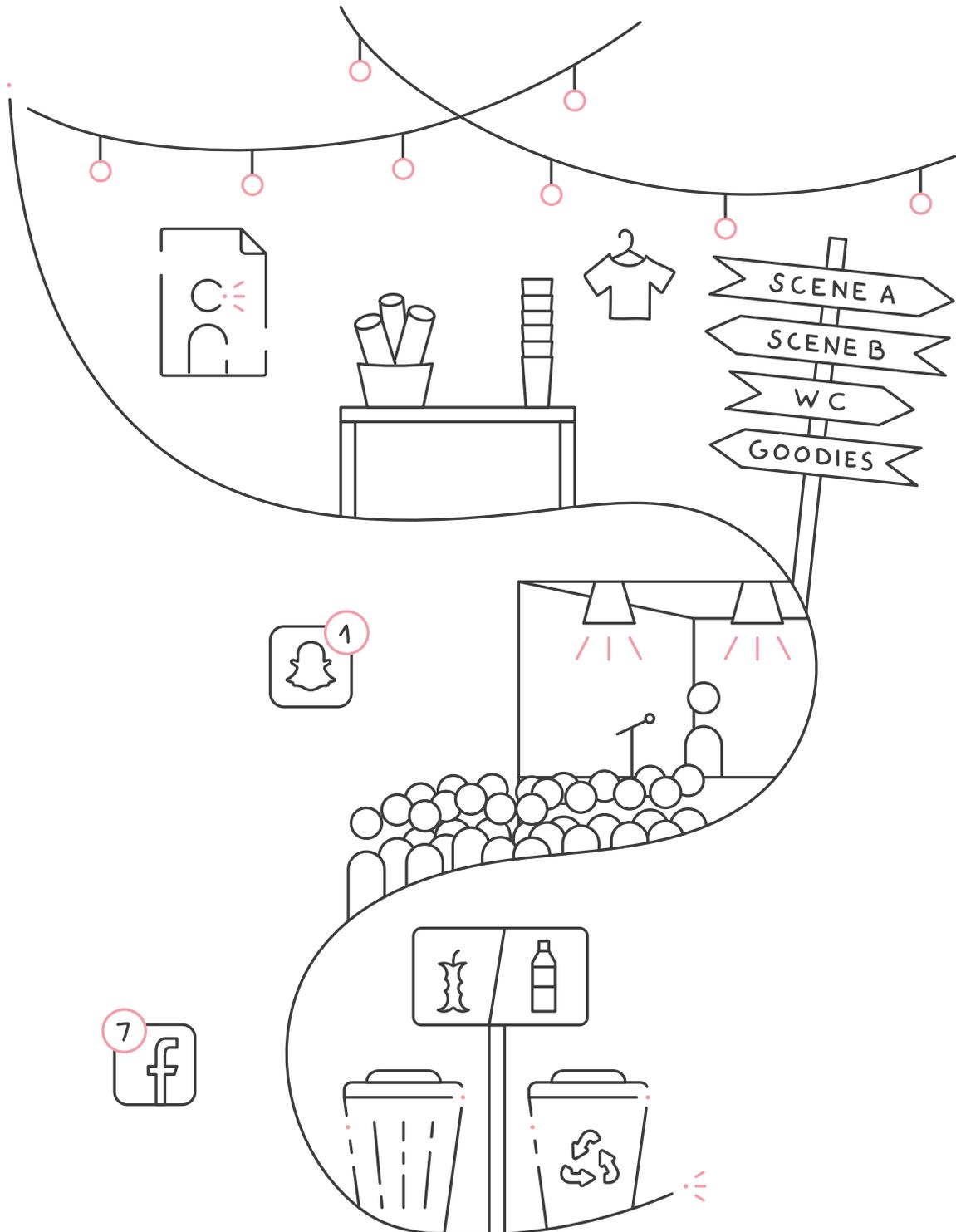
Good practice no. 6 : Reviewing social platforms' data

Visit our website to go further!



9

Responsible events





Chapter Contents





Triple impact events



Events are undoubtedly an area where the segment in which the intensity of your responsible approach can have the greatest impact. Not only in environmental terms, but also in social terms. As you will discover in this chapter, you can influence a variety of parameters to reduce your ecological footprint - beginning with your choice of location, with all the mobility impacts that this implies, and reusing and/or recycling of the equipment used. In addition, you can have considerable influence on your social impacts, by nurturing contacts and relationships with all your stakeholders. Finally, in terms of communication - involve all parties and to publicise the virtues of your responsible approach - thorough communication will triple your impact!

“ THE RESPONSIBLE EVENT RESULTS IN A TRIPLE IMPACT: ENVIRONMENTAL, SOCIAL AND COMMUNICATIONAL. “

The 2020-2021 health crisis transformed restrictions into opportunities: it became possible to organise events via interposed screens! On the positive side, moving online eliminates the ecological footprint associated with travel and increases the number of participants - at least for medium-sized events. However, let's not forget the imprint of the digital tools used on each occasion. Negative side of the formula: in essence, online events weaken the impact of links - meetings, discussions and exchanges which give the face-to-face event its unique emotional dimension.



Good to know

Organiser certification or event certification? Both the EMAS label and the 20121 certification allow an organiser to be certified as a company and/or to certify each of its events.



« THE ONLINE EVENT FORMULA AVOIDS THE MOBILITY IMPACT, BUT WEAKENS THE EXPERIENTIAL DIMENSION. »



How to make events more responsible



1. EVENTS AND ENVIRONMENTAL IMPACTS

Hosting events has huge impacts on the environment unless they are run responsibly. Whether it is for ten or several thousand people, the arrangements made by the organiser can have a significant influence on the environmental impact. In this chapter, we will review each parameter, in order to offer you areas for improvement.

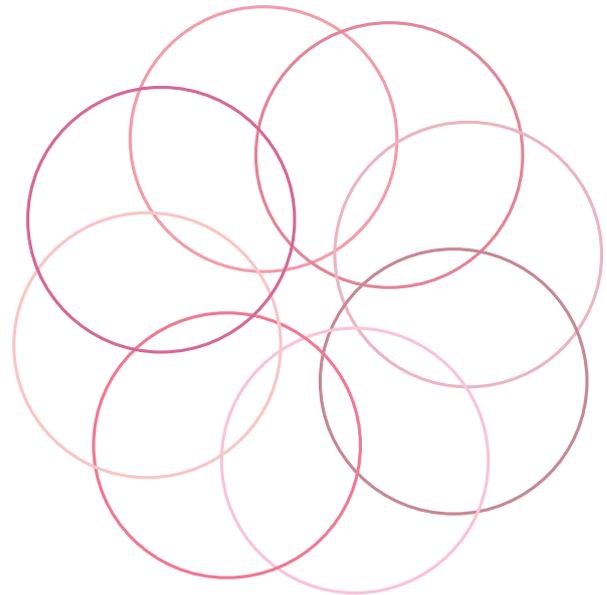
Both on the location and its consequences for mobility, accommodation, technical installations, catering, sets, goodies or waste, there are so many factors to consider reviewing upstream and so many beneficial actions to put into practice.



8 essential event capacities

In its toolbox, Circular Event identifies 8 essential capacities relating to the design and development of events in a circular, ecological and ethical way :

- 1- Identifying resources and equipment
- 2- Anticipating the resources used
- 3- Trace incoming and outgoing flows
- 4- Calculate the carbon footprint
- 5- Facilitate the connection between 'suppliers' and 'applicants'
- 6- Implement logistics by promoting the circularity of resources
- 7- Educate suppliers and select them based on their performance
- 8- Measure, communicate and promote impacts



Source : www.circular-event.eu

 **GLOSSARY****Circular economy**

Economic model with a systemic vision; it's loop-oriented, using waste as a material for other uses, the objective being to limit the use of raw materials. The circular economy can be analysed along four axes: 1) eco-design. 2) consumption practices (sustainability, repairability, collaborative economy, functional economy and 3) The 4 Rs (reduction, reuse, repurposing, recycling).

EMAS

(Eco-Management and Audit Scheme): Recognition managed by the European Commission. Based on the PDCA method and continuous improvement, this label is in line with European environmental strategies.

Goodies

Advertising gift intended to promote a product or service as part of a campaign or event.

HEQ building

Building with High Environmental Quality - integrates environmental requirement criteria from the design of the construction or renovation.

ISO 20121

Event Sustainability Management Certification. In addition to environmental aspects, ISO20121 certification incorporates social and ethical aspects (disabled access, fair compensation for workers and the supply chain).

Multimodality

Term that refers to the combined use of different modes of transport.

PDCA

(Plan Do Check Act): Method invented by physicist Walter A. Shewhart - four phases that form "the Deming Wheel", a virtuous circle of continuous improvement.

Resource centre

This is a structure that manages the recovery, upgrading and resale of goods in a given territory.

RUE

Rational Use of Energy, taking into account societal, political, financial and environmental constraints.



Focusing on mobility impacts

When we talk about events, we're talking about localisation. This is a crucial aspect to consider in advance, when immersing yourself in the design of your event! Did you know that more than 75% of the environmental impact of an event is due to mobility - whatever the format (regional, national, international)? It is not only a question of transporting participants, but also of the comings and goings of the organiser, the deliveries of the suppliers and service providers, and so on. The moment your event is sited near public transport infrastructure, you reduce the carbon footprint!



Attention

Festivals in the 1960s were legendary... and so were the traffic jams. Some major festivals nowadays are sometimes close to having the same kind of impact on mobility!



In Europe, as elsewhere, there are numerous options for locating an event near a high-speed train line, metro stations, or any other public transport connection. Failing that, transporting groups of people by bus, or even rigorous carpooling arrangements, will do the trick to counter the modern one driver/one vehicle syndrome. And, for the last mile(s), promote cycling, or walking!



Tips

Promoting public transport shuttles to personal vehicles can significantly reduce the environmental impact of an event.



For mobility, as for any other aspect of an event, creativity can work miracles! In some European countries, it has become common to rent high-speed trains to provide transport to and from an event. During the journey, the atmosphere within the trains already makes it possible to create a sense of togetherness. Similarly, as soon as secure parking is guaranteed, groups of cyclists become enthusiastic. To encourage this, provide a preferential rate for access and consumption, and make sure this willingness is backed up by precise information (smart routes, access map, signage, etc.).



Good to know

In 2022, the Belgian national train company SNCB organised specific trains to provide transport to and from the biggest festivals.



The practical essentials of responsible mobility at events :

- Organise your event near public transport infrastructure (train lines, metros, buses, car-sharing stations)
- Failing this, coordinate carpooling, regardless of the type of vehicle (cars, buses, coaches)
- Encourage soft mobility for the last few kilometres (walking, cycling)
- Create incentives to stimulate actions that result in little impact: smart routes, specific signage, reduced prices, secure parking, etc
- Plan the travel of teams and suppliers, to avoid unnecessary travel

A lot of focus is placed on the mobility of the team organising an event. Away from their base, an organiser will be able to anticipate every technical requirement, if they want to avoid unnecessary travel. Similarly, rigorous planning, both for the assembly and dismantling of infrastructure, will have a significant impact. Ultimately, it is preferable to centralise deliveries from peripheral suppliers, in order to avoid occasional round trips.



Good to know

Optimising the transport of event equipment can have an extremely positive environmental impact.

Source : Be Up events



Identifying consistent accommodation



An event organised over several days, or which starts early or ends late, implies accommodation for everyone travelling there. This includes members of the public who are in attendance, but also speakers and any service providers. This issue is often limited to price, while many sites offering accommodation are vigilant when it comes to their environmental impact. Sites offering accommodation that have labels indicating a commitment to reducing their environmental impact are available in most regions. The Green Key label thus brings together 4,000 establishments in 60 different countries! Alternatively, various forms of homestay accommodation are also available very close to the event venue.

The practical essentials for consistent accommodation :

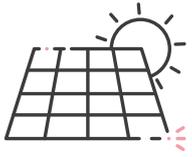
- Identifying accommodation near the event location;
- Prioritising those displaying an eco-responsible label;
- Failing that, examining the options for homestay accommodation.



Good to know

Green Key is the international benchmark when it comes to eco-labelled accommodation.





Scrutinising the technical installations



The technical equipment required for an event involves significant impacts. Lighting and sound are major elements, as well as all infrastructure components (tents, stands, floor coverings, etc.). Reuse is the watchword in the circular economy, as it is true that the multiple use of each element minimises the use of resources. It is therefore a question of being vigilant when designing infrastructures, making comparative purchases, having a qualified workforce and having suitable storage places.



Attention

Gathering together several hundred people requires a significant technical deployment in terms of infrastructure, lighting, sound and consumables.

The principles of the circular economy have become a normal part of organising events. Each piece of equipment should be considered from the perspective of subsequent use. Old tarpaulins can find new life in a packaging or a decorative element; a floor covering can fit the requirements for an insulation composite, etc. Prioritise reliable materials as far as possible, since this offers a real guarantee of versatility when it comes to use and/or rental on a case-by-case basis. Small items of equipment (crochery, badges, decorations, etc.) can also be reused; each time, this results in a reduction in the use of raw materials.



Tips

Insert plant elements in the event set: not just to 'look pretty', but as an invitation to 'experience nature'.



The choice of venue will be the subject of focused attention. If it is a static building, choose a HEQ (High Environmental Quality) building distinguished by its qualities of insulation and adequate management of water/energy flows. If it is an outdoor event, check the impacts of supplies and evacuations: can green energy be harnessed to avoid the use of generators? Is wastewater treatment reliable? All inputs and flows will need to be carefully considered to optimise your overall balance.



Tips

A HEQ building offers the advantage of optimal management of energy resources and is most often part of a circular economy concept: to be preferred for your events.



The experience offered by an event often involves a significant deployment of lights and sounds. Here too, it is possible to limit the energy impact on several levels. First of all, by prioritising minimum consumption (e.g. LED spotlights), and ensuring calibrated use (number of acoustic and light bars, sizes and number of screens, etc.). Then by adopting the right principles of rational use of energy, with a total power shutdown during night breaks. Side by side, each item contributes to the final energy balance of the event.



Tips

Installations can look really beautiful with a little recycled material!

Did you know that it is possible to reuse more than 80% of the constituent elements of an event stand, as long as you are careful? Upstream, the designers will ensure a creative design that promotes multi-modularity. Attention will also be paid to solid materials from renewable sources, favouring a long lifespan, reuse and recycling. In addition, particular care will be taken with the fixing methods, for easy dismantling (avoid adhesion!), compact packaging and flexible storage. Renew the paint (eco-labelled!) each year and your stand will be brand new.



Tips

A well-thought-out stand design promotes the reuse and storage of components.

The practical essentials of good techniques for a responsible event :

- Upstream, being vigilant in the design of infrastructures, in a logic of circular economy, multi-modality and optimisation of the use of resources;
- Prioritising solid equipment, guaranteeing multiple uses and/or rental;
- As much as possible, promoting the recycling of materials and the reuse of equipment - especially in the case of small items (crockery, badges, decorations, etc.);
- Opt for High Environmental Quality (HEQ) buildings;
- For outdoor events, check the impacts of supplies and evacuations (green energy/wastewater treatment);
- Rational Use of Energy (RUE): low-consumption lighting, few or no generators, optimisation of sound elements, light bars, screens, etc.;
- For stands, prioritise modular elements that are easily removable, storable and require no fixing by adhesion;
- Use only eco-labelled paints;
- Downstream, educate the teams in charge of dismantling and storage and provide them with all the necessary instructions for their task.



Choosing local and low-impact catering



The positive impact of healthy, local and seasonal food is obvious. Organic products are thus favoured for the health of the soil and of humans. The food will be all the more delicious! Local production, moreover, has the double advantage of supporting producers near the event and reducing the impact of transport. Finally, it is well known that seasonal products require less energy intake. Similarly, it is recommended to prioritise vegetarian dishes with a lower carbon footprint; failing that, white meats (meat from poultry, rabbits, pigs, calves), that are also organically produced. The organiser will be careful to provide information on culinary creativity as well as on the consistency of its menus.

In events too, food waste is still too common. To prevent this, it is recommended that contact be made with local food aid associations. They will be able to confirm the food that can be redistributed, as well as the relevant delivery times, so as to comply with health standards. When this redistribution is not possible, the waste will be immediately sorted in order to categorise its allocation: food for farmyards or livestock, compost, or even biomethanation or incineration and energy recovery. Also anticipate the sorting of containers, as well as the treatment of water and grease.



Good to know

The organic and local produce showcasing their creativity and consistency is particularly delicious!



Tips

Reusing tableware at events makes it possible to conduct a zero waste operation!



There are various ways to optimise the equipment used for preparing food at the event. Prioritise large packaging for culinary preparations or even service (carafes of water that replace small plastic bottles). Crockery and utensils will be reusable or even recyclable; when it comes to saving resources, single use is no longer conceivable! In addition, the catering services will ensure

the use of heating and/or cooling equipment with low energy consumption, down to the smallest detail. For example, a refrigerated truck will be connected to the grid as soon as it arrives on site and the trucks could be pooled between suppliers, in order to reduce cartage.

The practical essentials for responsible event catering :

- Prioritising healthy, local and seasonal food, preferably organically produced;
- Vegetarian dishes and white meats have a lower impact on the environment and health;
- Prior to the event, contact local food aid associations to redistribute surplus food and avoid waste;
- Anticipating the sorting of containers, as well as the treatment of water and grease;
- Sorting of food waste (barnyard/livestock, compost, biomethanation/incineration);
- Giving priority to large packaging, for culinary preparations or service;
- Prioritising reusable or recyclable crockery and utensils;
- Using heating and/or cooling equipment with low energy consumption;
- Communicating the consistency of your approach to your audiences.



Imagining an intelligent set



The set is part of the attraction of a successful event. Here, more than elsewhere, recycling can have the most beautiful effect, provided the set is designed professionally. Resource centres will have an almost inexhaustible supply of materials and objects that can be intelligently applied. Occasionally, theatre or cinema sets will be useful in terms of recycling. As for plants, they will be installed with the help of local suppliers, so as to preserve their freshness and minimise maintenance and transport costs.

The practical essentials for an intelligent event set :

- Reusing and recycling are the key words when it comes to low environmental impact;
- Stimulating creativity with materials from resource centres, theatres and/or cinemas;
- Using local plants, guaranteeing freshness and reduced transport costs.



Tips

It is possible to boost event creativity through the use of recycled materials!



Source : Festival Esperanzah I, Bélgica



Reviewing the usefulness of goodies



Gone are the days when every visitor returned from an event with a bag loaded with small advertising materials whose use was ephemeral, even useless! Goodies may be justified if they fulfil a real function and have a long service life. Failing that, make sure they are certified by a local eco-design centre or even recycling centre while avoiding plastic packaging. Goodies increasingly question our relationship to the object and to possession; as an alternative, prioritise a creative, sensory or gustatory experience whose memory will be sparked by the image.

The practical essentials for responsible goodies :

- Deciding to offer goodies when they are of real use;
- Checking the origin of the local eco-design centre;
- Opting for a creative, sensory or gustatory experience, as an alternative.



Tips

It is better to promote a creative experience than to distribute goodies, even those with a longer service life.





Requiring the treatment of all waste



The amount of waste generated by an event determines its success. To anticipate this, the organiser will identify sorting, reuse and even upstream reconditioning channels. Packaging; food/drinks and containers; used structures; signage/communication media; damaged or broken materials; stand structures; floor coverings; decorations; wastewater; liquid/dry toilets; fuels; grease, etc.. Each category is currently dealt with within one or more specialised sectors. And waste can also often provide a benefit when it finds a new use.

The practical essentials for sorting event waste :

- Upstream, identifying sorting, reuse and reconditioning channels
- Ensuring the existence of depots for each sector and organising the correct routing
- Checking the possible valuations (financial or recycling)



Tips

Sorting waste at an event can be a fun experience.



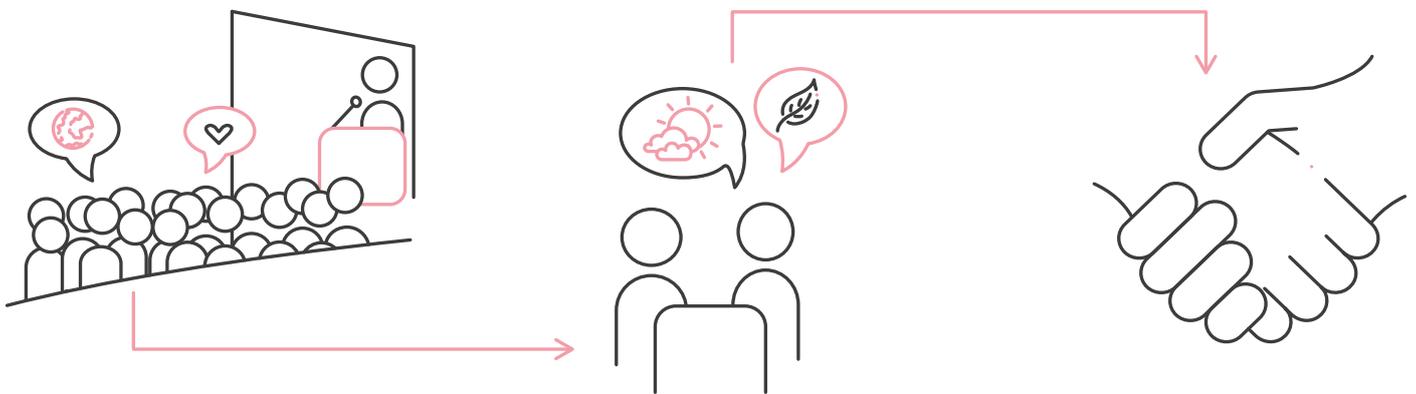
Source : Tomorrow Land, Belgique



2. EVENTS AND SOCIAL IMPACTS

In essence, the event represents the opportunity to live an experience! While any other form of communication demands our mental attention, the event mobilises our senses and our emotions for an unusual bond-creating spectacle. And because it brings humans together,

the event involves taking care of the specific needs of each person : diversity, inclusion, accessibility, relational dynamics, and so on - all the constituents of an experience promoting well-being, against the backdrop of sustainable development. Each of these virtues are explored below.



SUMMARY OF GOOD PRACTICES

GLOSSARY

Open form

Method for structuring exchanges within groups (five to 2000 people), characterised by openness in both content and form.

PRM

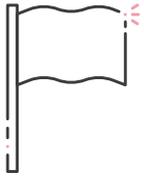
Persons of Reduced Mobility who have difficulty moving.

Speed-dating

Consists of a series of short interviews with potential partners.

World cafe

Structured conversational process in which people discuss a topic at several small tables.



Reflecting the diversity of the region

Regardless of gender, race, age, etc., in line with the principle of inclusion, an event should welcome all human diversity! Without exaggerating and with the desire to reflect the composition of the regional population, the organising staff, the service providers and the public being welcomed have every reason to mirror contemporary society, insofar as they express the humanist values that guarantee sustainability.

The practical essentials of diversity at events :

- Ensuring human diversity in all its forms;
- Reflecting the composition of the regional population;
- Creating the best conditions for inclusion.



Tips

Regional diversity can be reflected in every facet of an event.





Promoting accessibility to all



Don't forget to design infrastructures that are easily accessible to people with reduced mobility (PRM) and to think about all the facets of your event, including taking into account disabilities related to sight, hearing, touch and smell. Almost one in five people in Europe has a disability - both short-term and long-term. Consider these people when thinking about access to the event, parking places, access ramps, layout of sanitary facilities, accessibility and exit from event areas. In addition, accessibility is also conceived in financial terms : make sure that your event is affordable for all budgets.

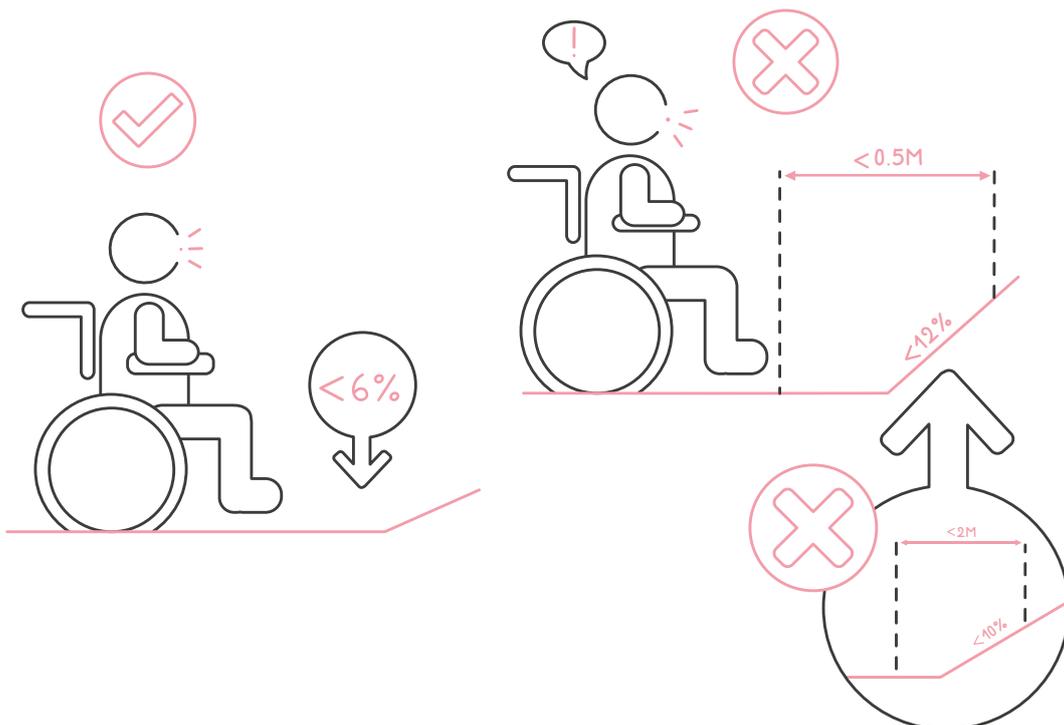
The practical essentials of responsible event accessibility :

- Promoting accessibility to all forms of disabilities and, more broadly, making information accessible to all
- In terms of the design of infrastructure, listing all the points of attention : parking, access ramps, layout of sanitary facilities, entrances, exits, etc.
- Financially, making the event affordable for all budgets



Attention

Any type of disability should be carefully considered in the context of an event.





Nurturing the bonds created



Even the most exceptional hosting does not guarantee the relationship between the participants of an event. Conjure a dynamic of participation, creating opportunities for guests to meet each other : legible name badges (to be recycled after use), speed-dating, discussion circles and discussion tables, 'world cafe,' open forums, etc. - There are no shortage of options for participatory activities! The more an event contributes to making the experience of the relationship come alive through the five senses, the more it will contribute to a world of trust and solidarity.

The practical essentials of creating bonds at a responsible event:

- Boosting creativity to stimulate participatory meetings (discussion circles, 'world cafe,' open forums, etc.);
- Using the five senses to optimise sensory experiences!



Tips

A participatory formula, such as the open forum makes it possible to hear the opinions of the greatest number of participants.

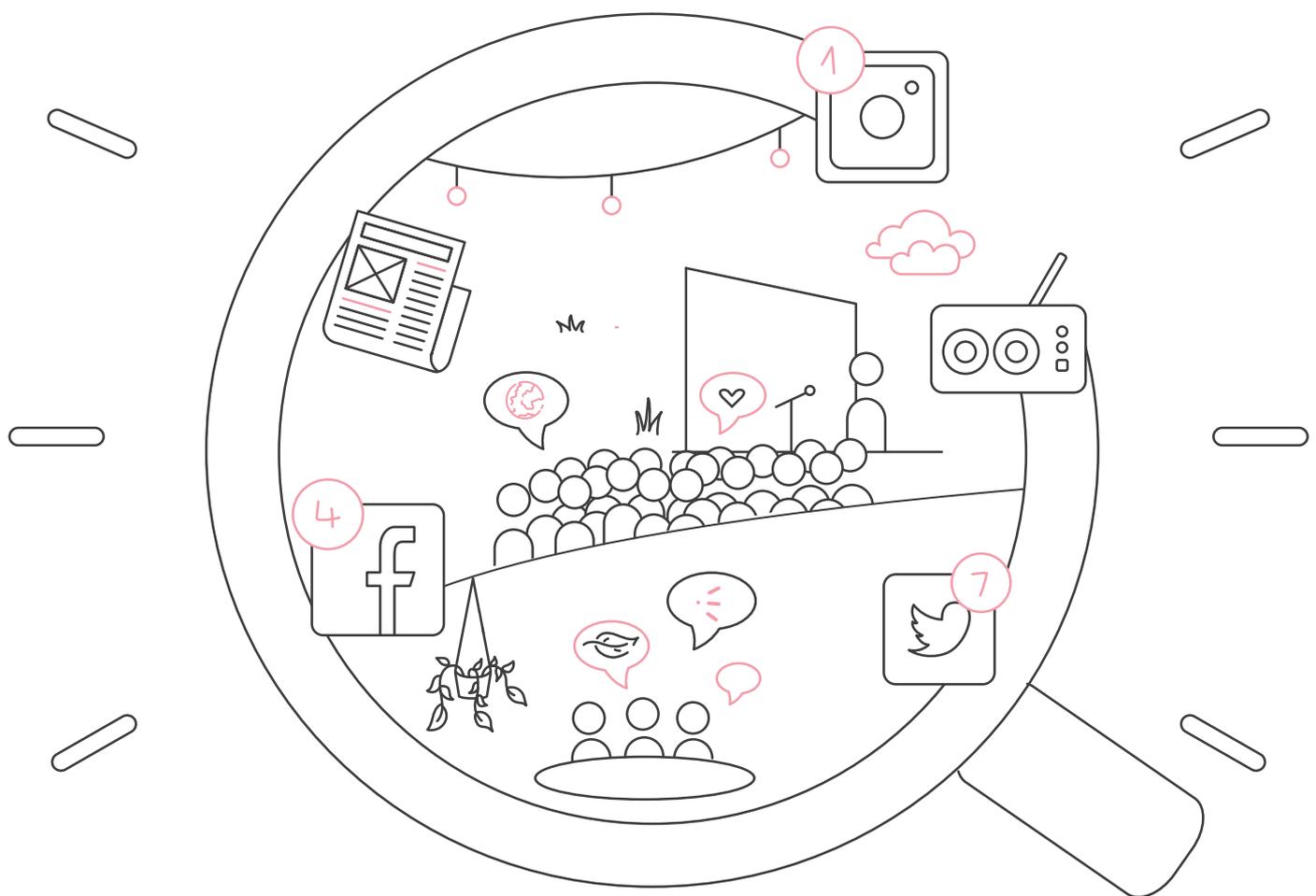




3. ASSESSMENT AND COMMUNICATION OF RESPONSIBLE EVENTS

How will you tangibly measure whether your event is a great success or just average? Through a real evaluation, of course! This will undoubtedly represent a good opportunity to communicate fairly and transparently with your partners as well as to a wider audience. It is important

to share your sustainability-related beliefs and successes. And, finally, be sure to involve all your stakeholders: it goes without saying that both participants and your external audiences are relevant.



SUMMARY OF GOOD PRACTICES



Communicating measurement and transparency

Integrating sustainability criteria into events is a process of continuous improvement. This means that it is necessary to progress with humility and transparency. First of all, take both quantitative (number of sustainable actions implemented and results) and qualitative (testimonials concerning lived experiences) measurements. Then use the media and/or social networks to communicate the good practices put in place, at the event itself and elsewhere, the investments made and the results obtained. Here, the principles of responsible communication are all the more applicable!

The practical essentials of the evaluation and communication of a responsible event:

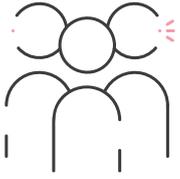
- Understanding the event as a process of continuous improvement;
- Quantitatively and qualitatively measuring the lasting impact of the event;
- Communicating transparently with participants and elsewhere (press, social networks, etc.) the good practices related to the event.



Tips

A detailed quantitative and qualitative analysis of the sustainability of the event will feed the process of continuous improvement.





Involving all stakeholders



The involvement of all stakeholders is an essential component of a successful event. The participating audiences in all their diversity, of course, but also the neighbourhood, the local, regional, even national authorities, the media, as well as any individual and collective entity that has good reason to be informed about your initiative. Not only will involvement and collaboration link your stakeholders, it will make it possible to anticipate any conflict and obstacles if they arise. Collective involvement will also provide an opportunity to gather allies to help make your event a success.

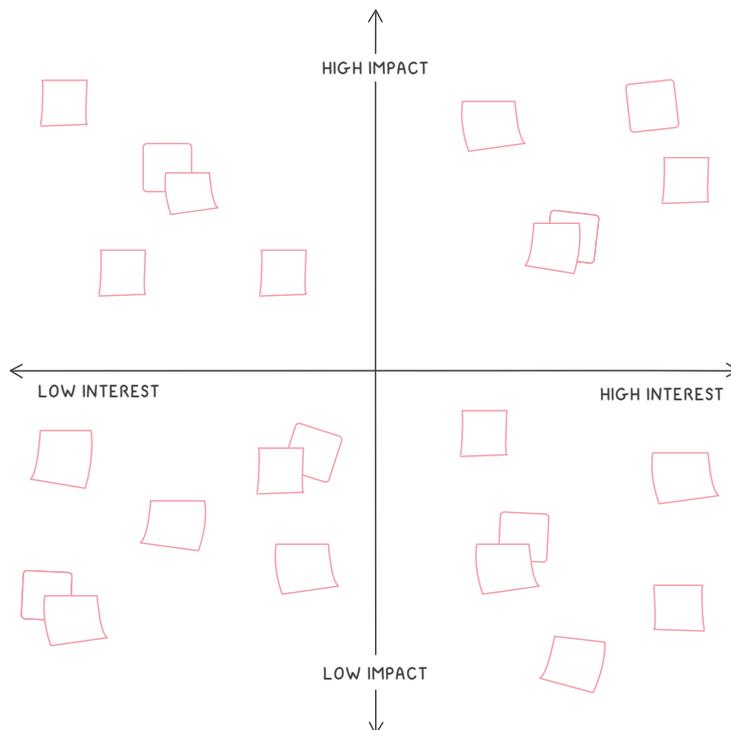
The practical essentials for stakeholder involvement:

- Identifying all stakeholders, starting with the design of the event;
- Informing all relevant audiences of the preparation, progress and results of the event;
- Involving relevant stakeholders in the process of continuous improvement relating to the event.



Tips

By including all the stakeholders, from the design stage, that the sustainability of the event can be promoted.





Want to go further?



ADDITIONAL RESOURCES

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