

## PARTNERSHIP INITIATIVES INFORMATION SHEET

### **Name of the partnership/initiative:**

Engaging the Advertising Industry to Help Communicate Sustainability Around the World

**Date of initiation:** Project began in May 2002, and the official project launch will take place at the WSSD in Johannesburg. To date, the partnership has engaged organizations on multiple continents to test the validity of the initiative's concept and implementation. Overwhelmingly, representatives from all sectors have expressed enthusiasm for its objectives and approach.

**Expected date of completion:** The strategy and implementation will be finished by December 2004, but this project will deliver educational and knowledge transfer tools that will endure for many years.

### **Partners involved:**

The initial partnership for the design and launch phases of this project include the following partners:

Business and Industry: J. Walter Thompson Company Limited will assume lead role on the project, offering critical access to a global network of companies through its parent, the WPP Group plc. J. Walter Thompson is the world's oldest advertising company, with offices in 89 countries. WPP is the world's leading communications and marketing services company, with offices in 103 countries. Because of this global range and a disciplinary expertise which includes market research, advertising, and public affairs disciplines, these companies will ensure that program content and strategy reflect realities in developed and developing nations alike.

Government: Canadian federal departments of Industry and Environment.

Intergovernmental organizations: UNESCO. The project covers the whole breadth of UNESCO's mandate in education, science, culture and communication.

The current partners are the founders of this project, but all intend to move it forward by engaging partners in government, industry, academia, NGOs and intergovernmental sectors that come from all regions. These global partners will be involved at all phases of development, including the immersion into sustainability issues, the creation of strategy, and its ultimate dissemination across multiple countries.

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**Main objectives of the partnership/initiative:**

The overall objectives of the initiative are:

1. To compellingly communicate the essence of sustainable development with unprecedented power and clarity so that people on all continents comprehend its basic meaning; to encourage sustainable decision-making across all sectors; and to facilitate an on-going dialogue that sustains long-term public engagement with sustainability issues
  - Utilize the skills of the international marketing communications industry to develop a global campaign that expresses sustainability as something highly relevant to the personal and work lives of people in every region of the world
  - Uniquely enable the outreach channels of governmental, intergovernmental and non-governmental organizations as a means of disseminating messages of sustainable development
  - Ensure that the diversity of interpretations and applications of sustainable development in different contexts is respected and taken into account.
2. To influence business and industry worldwide, in particular the communications/marketing/ advertising industry, to understand and internalize the messages of sustainable development
  - Provide mechanisms to distribute lessons and messages to interested organizations undertaking future work on sustainable development messages, whatever their geographical location.

**Expected results:**

This initiative will:

- Innovate informal means of education (as compared with formal education) to help global audiences understand and respond to the value of sustainable development the same way that they respond to the ideas, messages and symbols of the most prominent global organizations
- Empower and enable various publics in developed and developing nations to make well-informed choices, and to positively affect how local and multi-national business leaders make decisions

- Focus the power of marketing communications to gain insight on how consumers and citizens respond to messages about sustainability in diverse markets
- Set an example of how the communications industry can use its ability to innovate and its global networks to advance messages related to sustainability and lead social change.

To achieve and measure these results, the partnership will undertake the appropriate market testing in all major regions of the world to determine what aspects of attitude and behavior can change. It will set realistic measurable targets and create appropriate metrics for evaluation.

**Specific targets for the partnership/initiative and time-frame for their achievement:**

Target phases for this project will move it from conception and launch to implementation and evaluation.

Phase 1 Create the project concept and plan; launch the type 2 partnership in Johannesburg; engage prospective new global partners critical to project success: August to October 2002.

Phase 2 Build a working partnership with representation in multiple countries; identify further funding sources; commence workshops and research to assess markets and issues to be explored for the communications initiative: November to December 2002.

Phase 3 Develop the communications ideas and dissemination strategy and secure long-term funding from international sources: January to December 2003

Phase 4 Launch the communications program worldwide and begin evaluating effectiveness: January to December 2004

**Coordination and implementation mechanism:**

As new partners join from various sectors and geographies, the initiating partners will coordinate and implement the project as follows:

J. Walter Thompson is responsible for facilitating strategic and creative development. It will engage industry partners, develop a work plan, process design and logistics, project research, facilitate the Johannesburg events, preparation of a blueprint, action plan and final report on outcomes. Drawing upon its offices on all continents, it will build a team of top marketing professionals to develop strategy and carry out global communications initiatives. It will secure partners from its WPP network operating in 103 countries, as determined by the project's strategy.

UNESCO will be responsible for bringing to bear expertise/understanding in the fields of education, science (both natural and social sciences), culture, and communication. The initiative will address all of UNESCO's fields of its competence and draw upon its extensive international, regional and national networks. UNESCO will ensure that the campaign's

content will be sensitive to geographical, cultural, political, and social differences. As well, it will ensure that all content is scientifically sound and reflects the most up to date knowledge. UNESCO will also attempt to engage its non-governmental affiliates in the initiative.

The Government of Canada will provide context and advice through participation in regular meetings with project partners. It will facilitate contact with other governments and international organizations and non-government organizations, as well as access to networks to enhance the partnership. It will also lead the reporting on results of the project in the post WSSD context. The initiative will draw on expertise in the social and communications fields.

**Arrangements for funding:**

The Government of Canada has provided the initial funding for the creation of the project concept and plan, and launch at Johannesburg. Additional funds will be identified and secured progressively, as the project and funding needs evolve.

**Arrangements for capacity building and technology transfer:**

This project's objectives are to build capacities and means for technology transfer, as it will create messages and provide information that empower groups working on sustainability in all sectors and regions. The knowledge gathered and tools developed can be transferred throughout UN organizations, the networks of concerned industry and non-government organizations, relevant government agencies, and academia. The enormous potential for web-based knowledge transfer will be captured.

**Links of partnership/initiative with on-going sustainable development activities at the international and/or regional level:**

This partnership clearly demonstrates the advertising industry's leadership and commitment to the recommendations of UNCED, WSSD, the UN/CSD. It affirms the report published by UNEP in 2002 concerning the tremendous contribution the advertising industry can make toward achieving the objectives of sustainable development.

**Monitoring arrangements:**

The partnership will set targets for measurement, benchmark and monitor these targets against progress actually made with populations targeted for the campaign. Drawing upon the expertise of companies within its international WPP network, the partnership will request participation from global market research and public affairs leaders Millward Brown, BPRI, Mindshare, and Hill & Knowlton.

**Other relevant information:**

Announcement of the partnership will take place at selected events in Johannesburg, in particular on September 2<sup>nd</sup> during the UNESCO/Government of South Africa parallel event, “Educating for a Sustainable Future: Action, Commitments and Partnerships”.

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