

The Sustainable Marketer Manifesto

The 3 commitments of a Sustainable Marketer.

Committing to use your skills, creativity and influence as a force for good...

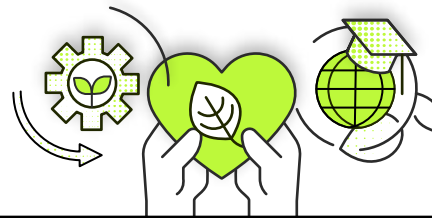
1.



I commit to using my marketing skills as a force for good acting responsibly with full transparency and honesty when it comes to messaging, communication and creative.

My role is to communicate with clarity the truth of a brand or organisation I am responsible to 'market', rather than sharing the best 'version of the truth' - which could be misconstrued as misleading (greenwashing / purpose-washing / mislabelling) and most certainly doesn't align with transparency and honesty.

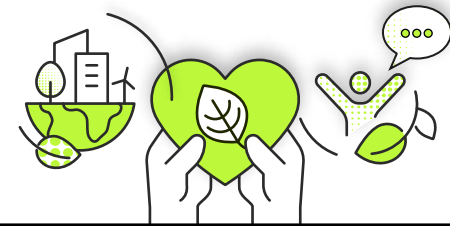
2.



I commit to continuous education around the climate crisis, ethical and sustainable marketing using these critical areas as a lens through which to operate.

My responsibility is to educate myself and commit to continually staying curious and alert, so that I can create meaningful and innovative solutions and share knowledge to meet the needs of stakeholders, whilst wholly respecting the planet.

3.



I commit to working across the business to support, address, and courageously call out and challenge any areas where more progress in these critical areas is needed and isn't being addressed.

My responsibility is to educate others so that collectively we can create meaningful and innovative solutions and shared knowledge to meet the needs of stakeholders, whilst wholly respecting the planet - and to courageously scrutinise and challenge plans, products, campaigns, agency / supplier relationships and communications that I consider fall outside of my sustainable marketer manifesto.