



# **Sustainability Matters**

Lyn Cruickshank

#### **Cap global warming at 1.5**° Reduce greenhouse gas (GHG) emissions

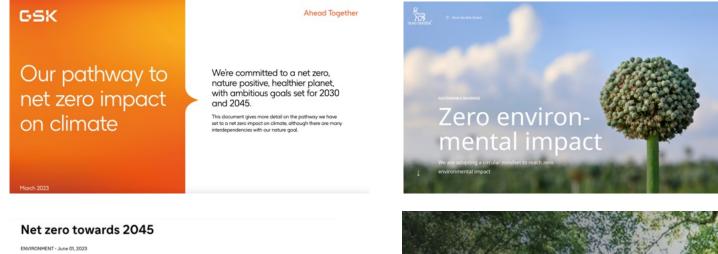


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#### What is the pharmaceutical industry doing?

Big pharma is committed to net zero by mid-century



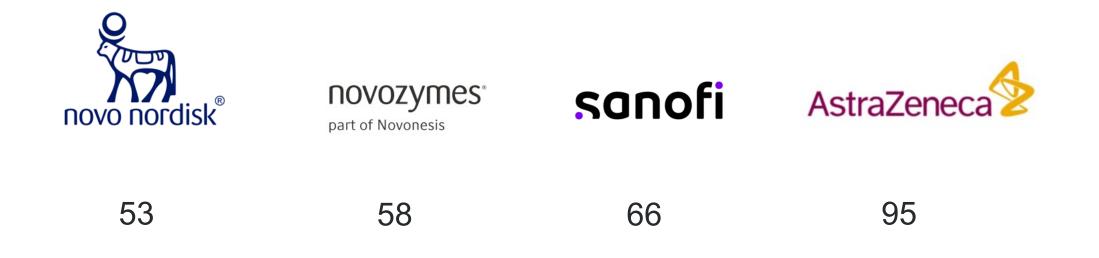






#### How are they doing?

Global 100 ranking of the world's most sustainable companies





5 Sustainability Matters. Feb 2024

### What can we do?

Med comms agencies are part of the pharmaceutical industry supply chain.

Our clients need our support to help them to achieve their own net zero goals.



## How? Change the way we work



- Travel less
- Switch to renewable energy
- Reduce waste
- Reduce the carbon impact of our activities





# How? Changing the work we do

- Sustainable production
- Media choices



Influence and behaviour change





No greenwashing

# ecovadis



Corporation



9 Sustainability Matters. Feb 2024

#### Want to know more?





The PM Society Sustainability Tool Kit is designed to help agencies of every size to make changes to the way they operate and reduce the carbon impact of our sector. The advice is inspired by the progress of our colleagues in the wider advertising industry, as well as the standards required by our clients in the pharmaceutical sector.

We hope you find it practical and easy enough to implement in a time- and resourcepressured agency environment.

Thank you for playing your part.

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We'll keep you posted with updates.

2



Download the tool kit



