

## #BuildBackBetter:

### Can marketing be a positive force for change in a post-COVID world?

For many, marketing and sustainability are at odds. As a driver of consumption, the marketing industry is often seen to promote behaviours that do not align with the UN's Sustainable Development Goals. But at WFA, we are convinced that modern marketing can help drive action that aligns with and supports the UN SDGs, whether that be ensuring healthy lives and promoting well-being, reducing inequalities or driving responsible consumption and production.

COVID has given us all time to reflect. This session is designed to explore the big changes that are needed. We must ask ourselves how marketing can be a force for positive change in driving a more sustainable future.



**Patricia Corsi**  
Global Chief Marketing &  
Digital Officer, Bayer



**Stephen Kehoe**  
President and CEO, Asia-Pacific,  
Edelman



**Rupen Desai**  
Global CMO, Dole



**Arba Kokalari**  
Member of the  
European Parliament



**Paul Kemp-Robertson**  
Co-founder, Contagious



**Helena Leurent**  
Director General,  
Consumers International

## Build Back Better

March 18th / 15h00-16h30 CET

A virtual event for anyone interested in how  
marketing can be a force for good

### Agenda

15:00	<b>Brief welcome</b> <b>Introductory remarks</b>	Will Gilroy, WFA Arba Kokalari MEP
15:15	<b>How marketing can address the consumption conundrum?</b> <i>- Responsible consumption and production (SDG 12)</i>	Paul Kemp-Robertson, Co-founder, Contagious
15:35	<b>How marketing can help drive more sustainable behaviours that promote:</b> <i>- Gender equality (SDG 5)</i> <i>- Reduce inequalities (SDG 11)</i> <i>- Responsible media, particularly online, that can help support peace, justice and strong institutions (SDG 16)</i> <i>- Good health and well-being (SDG 3)</i>	Camelia Cristache, Gabrielle Robitaille and Julia Quintella, WFA
15:50	<b>Panel discussion</b>	Patricia Corsi, CMO, Bayer Rupen Desai, CMO, Dole Stephen Kehoe, President and CEO, Asia-Pacific, Edelman Helena Leurent, Director General, Consumers International
16:25	<b>Closing comments</b>	Stephan Loerke, WFA

### Event details

**When:** Thursday 18<sup>th</sup> of March, 15h00-16h30 CET (other time zones)

**Where:** Zoom [REGISTER HERE](#)

**Who:** We extend our invitation to [global brands](#), [national advertiser associations](#) and [their members](#), our partners in the wider marketing industry and all those interested in how brands can be a positive force for change as the world builds back from the pandemic.