

How can the policy function support the sustainability agenda?

This year's policy session at Global Marketer Week in Athens will explore two sub-themes under the overall title of sustainable marketing.

Firstly, industry experts will take a look at what technologies brands are going to have to navigate in the future, whether that be new platforms or the much-vaunted Metaverse. Participants will be given a better understanding of how these technologies work, what the challenges and opportunities are for brands and what the implications are from a policy perspective.

The second part of the session will offer case studies on how the policy function can help drive companies' sustainability agenda. Special focus will be given to how policy professionals can help ensure that meaningful and verifiable environmental claims can help build trust in marketing's capacity to be part of the solution in driving a more sustainable future.

The session will be held under the Chatham House rule

Speakers



Henry Ashworth
President, International Alliance for Responsible Drinking (IARD)



Annalisa Barbagallo
VP Public Affairs Europe, L'Oréal



Jamie Barnard
General Counsel, Global Marketing, Media & eCommerce, Unilever



Jeanette Coombs-Lanot
Global Sustainability Advocacy Lead, Danone



David Jones
Founder and CEO, The Brandtech Group



Arwa Mahdawi
Writer and brand strategist



Philip Myers
SVP, Global Public Policy and Government Affairs, PepsiCo



Belinda Smith
CEO Americas, mSix & Partners

Agenda

09:30	Brief welcome and introductory remarks	WFA
09:45	The metaverse is a 'giant overhyped nothing burger with no future'. Or is it? <i>David Jones will share his take on emerging technologies, from NFTs and cryptocurrencies, to immersive gaming and the metaverse. He'll provide insights into what this could mean for brands and examine some of the opportunities and pitfalls.</i>	David Jones, The Brandtech Group
10:15	Panel discussion and Q&A <i>This panel discussion will take a closer look at the opportunities and challenges of this new media reality and explore some of the policy implications.</i>	Henry Ashworth, IARD Jamie Barnard, Unilever David Jones, The Brandtech Group Arwa Mahdawi, writer and brand strategist Belinda Smith, mSix & Partners
11:15	Coffee break	
11:45	Brief introduction to session	WFA
12:00	How can policy help drive the sustainability agenda? <i>Three WFA members will present case studies on how the policy function and activity can help drive companies' sustainability agenda.</i>	Annalisa Barbagallo, L'Oréal Jeanette Coombs-Lanot, Danone Philip Myers, PepsiCo
12:45	Q&A and vote <i>The audience will then have the opportunity to ask questions about each case study and will then vote for their policy champion for the Better Marketing session.</i>	Panel and all participants
13:30	Lunch break	
16:00	Better Marketing session <i>The policy champion will go up against the champions from the CMO, Media and Sourcing Forums to battle it out in a mini-modern Olympiad on how best to save the planet.</i>	Venue: Zappeion