



The Sustainability Summit at Cannes Lions Thursday, July 22

A Beet.TV Leadership Event with
Ad Net Zero and the 4A's

The sustainability space is red hot. Many companies that represent key stakeholder positions in the advertising ecosystem are waking up to the need and opportunity to develop plans to lower carbon emissions across their enterprises.

This is important not only for meeting the needs of the planet, but also from the more practical perspective that more and more companies will have to measure and report on carbon emissions across their enterprises and their supply chains. As such, the advertising industry will have to change and adapt to increasing regulation and other guidelines advanced in the marketplace. We'll spotlight several companies that are responding to the climate crisis.

We will hear from organizations like Ad Net Zero, with the mission of unifying the advertising community around consistent measurement frameworks, standards and best practices related to carbon reduction towards net zero.

We'll also hear from other companies about their efforts, including tech, digital and accountability companies that are offering services today to help reduce carbon. Beet.TV will showcase many perspectives that offer insights in the quest for more sustainable solutions. This round-table is a must-attend event to capture the latest in developing efforts to measure and lower emissions.

The state of sustainability will be the focus of a day-long series of panels discussions and keynote addresses by Marla Kaplowitz of 4A's and John Osborn of Ad Net Zero, held at the Beet.TV Villa in Cannes on Thursday, June 22 from 10am to 5pm.

The program will be presented in partnership with the 4A's and Ad Net Zero.

More on the program to be published shortly.

More about Beet.TV's activation in Cannes and sponsorship information [can be found here](#).

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