

Positive impact

Positive impact barometer

The image features a sunset sky with a gradient from orange to yellow. In the foreground, a dark silhouette of an industrial facility is visible, including several tall smokestacks. One of the smokestacks is emitting a thick, dark plume of smoke that rises and drifts to the right. The text is overlaid on the sky in a bold, white, sans-serif font.

**WITH CONTINUING GREENHOUSE
GAS EMISSIONS**

IT WILL GET WARMER

A wide-angle photograph of a cracked, dry lake bed under a bright sun in a clear blue sky. The sun is positioned in the upper left corner, creating a lens flare effect. The ground is composed of numerous irregular, light-colored polygonal shapes, characteristic of a salt flat or a dry lake bed. The horizon is a straight line in the distance.


**WE ARE NOT ON TRACK TO
LIMIT WARMING TO 1.5°C
OR EVEN 2.0°C**



**EVERY FRACTION OF
WARMING INCREASES THE
RISKS TO NATURE AND PEOPLE**

**WE HAVE FEASIBLE,
EFFECTIVE OPTIONS
AVAILABLE NOW**



An aerial photograph of a dense, lush green forest, likely a coniferous forest, with sunlight filtering through the canopy. The text is centered and overlaid on the image.

**ACTING NOW WITH GREATER
URGENCY WILL ENSURE WE
DON'T MISS OUR CHANCE TO
CREATE A MORE SUSTAINABLE
AND JUST WORLD**

THE TIME IS **NOW**

THE QUESTION IS **HOW**



Keytrade Bank
"Investeer in je
zwembad en in een
betere wereld"



Esso
"Hoe sneller alles wordt,
hoe meer brandstof we
verspillen, daarom is het
goed om zelf te vertragen.
Tank. Je vindt rust. Bij Esso."



Econopolis
"Beleggen met een
blik op de
toekomst"

**OUR
“INCONVENIENT
TRUTH”**

ONLY
1 OUT OF 10
CAMPAIGNS WITH A SUSTAINABILITY
MESSAGE IS PERCEIVED AS
CREDIBLE

**“THE BIGGEST MOTIVATING FACTOR
FOR PEOPLE TO SWITCH FROM AN
UNSUSTAINABLE PRODUCT TO A
SUSTAINABLE ONE IS THE CREDIBILITY
OF THE COMMUNICATION”**

Key insight of research on the effectiveness of sustainable communication
Bubka & Prof. dr. Gino Verleye

POSITIVE IMPACT BAROMETER

Powered by Bubka



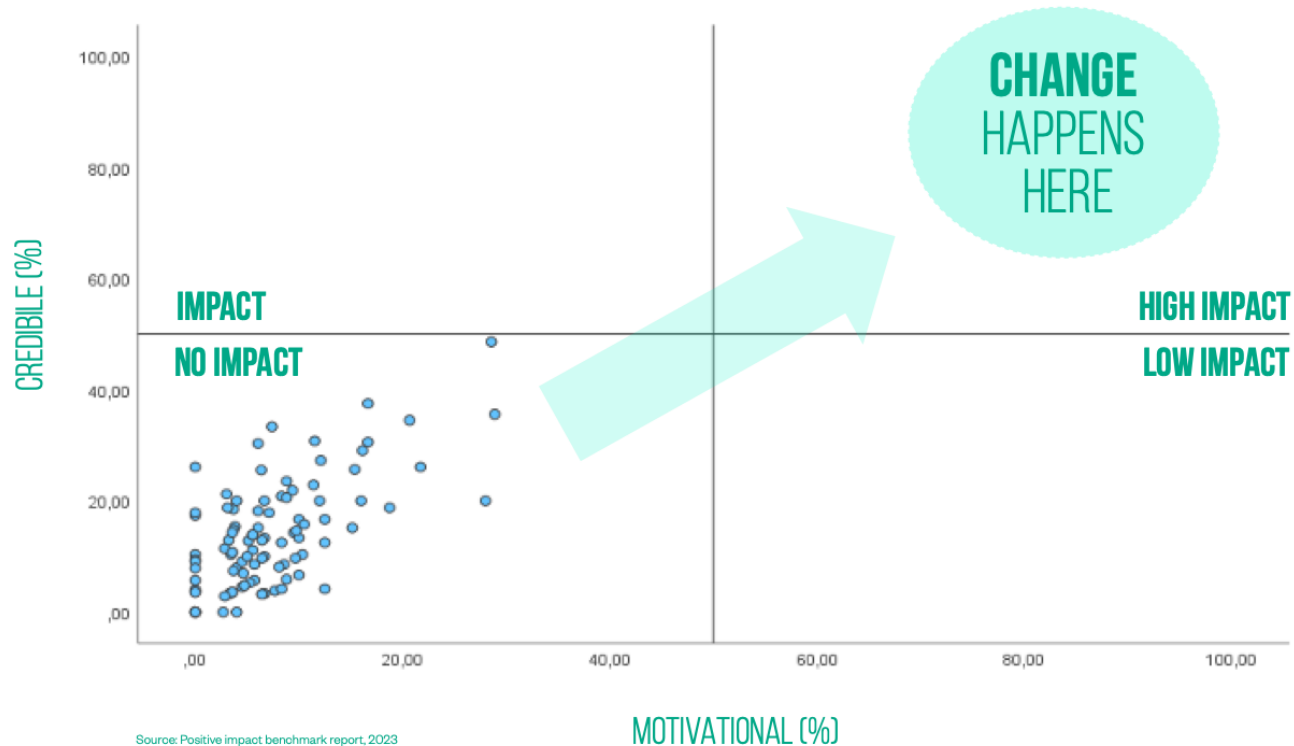
BUILDING BLOCKS OF CREDIBILITY



(70% of variance in scores is explained)

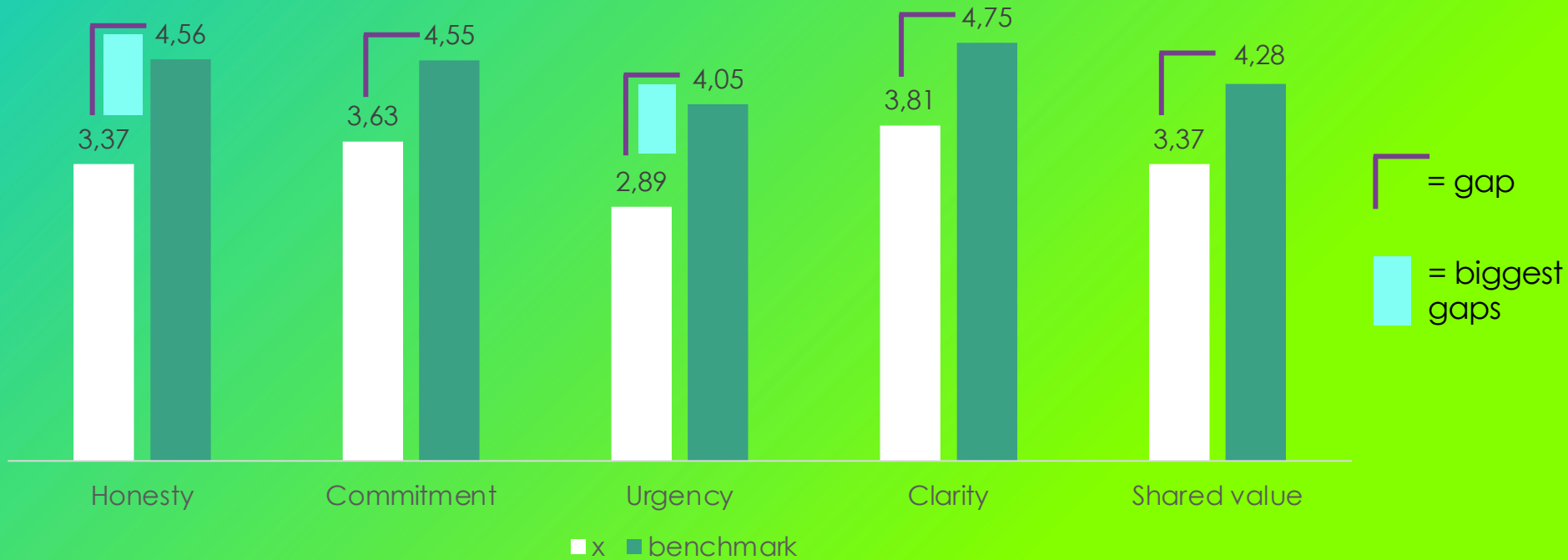
Standardized regression coefficient

WHEN WILL ADVERTISING CREATE MORE SUSTAINABLE CONSUMPTION BEHAVIOUR?



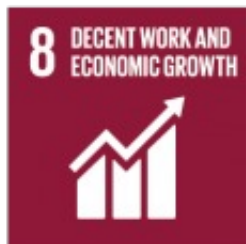
Source: Positive impact benchmark report, 2023

DETECTING THE BIGGEST GAPS = YOUR POTENTIAL FOR GROWTH





SUSTAINABLE DEVELOPMENT GOALS



MORE WINDMILLS MORE SOLAR PANELS MORE
RECYCLING MORE FORESTS MORE OXYGEN
MORE INCLUSION MORE CYCLING MORE
EQUALITY MORE CLIMATE ACTION MORE SUSTAINABLE
INNOVATION MORE DIVERSITY...

MORE POSITIVE IMPACT

WHY THIS
CASE IS
WORTH
AN AMMA
AWARD

... NOTHING ELSE MATTERS

