



SUSTAINABLE MEDIA AWARD

RETHINKING
MOVING
BRIDGING

FOR MORE SUSTAINABILITY



An ambition to thrive
“by giving more than we take”

*

* Paul Polman, CEO of Unilever 2009 – 2018
Net Positive, Harvard Business Review Press, 2021

Act with a positive impact



Ecosystemic approach



Sustainability in the broadest sense



Advertising as a leverage



KPI & transparency





The Blue Screen



Content
producer
s

Profession
al
Associatio
ns

MarCom
Students

Media

Media
agencie
s

Audience
s



Advertiser
s

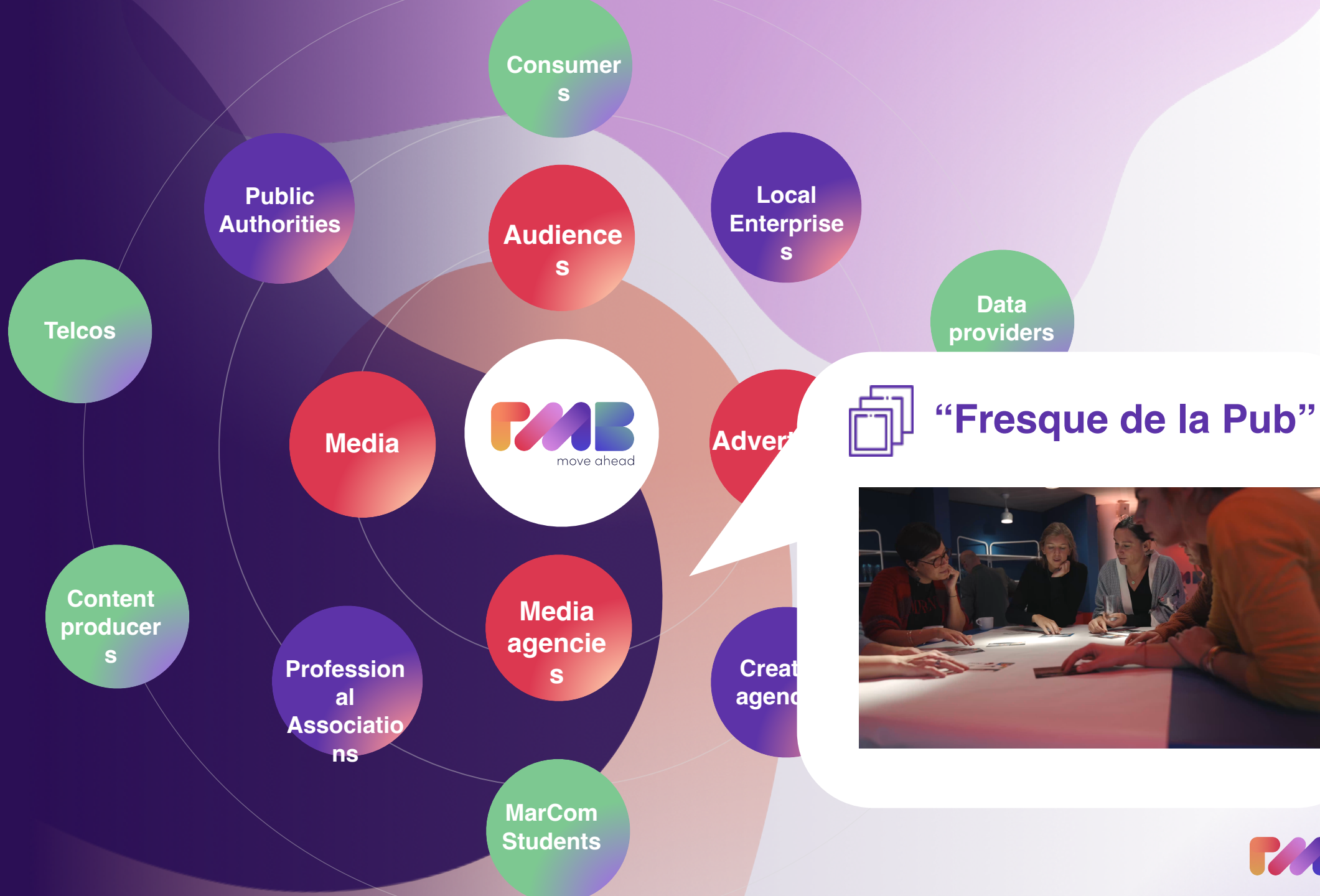
Creative
agencies

Consumer
s

Local
Enterprise
s

Data
providers

Tech
providers





The Blue Pitch Day



Consumer
s

Audience
s

Local
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Students





Study on Credibility of Radio spots containing sustainability claims



Consumer
s

Public
Authorities

Audience
s

Local
Enterprise
s

Data
providers



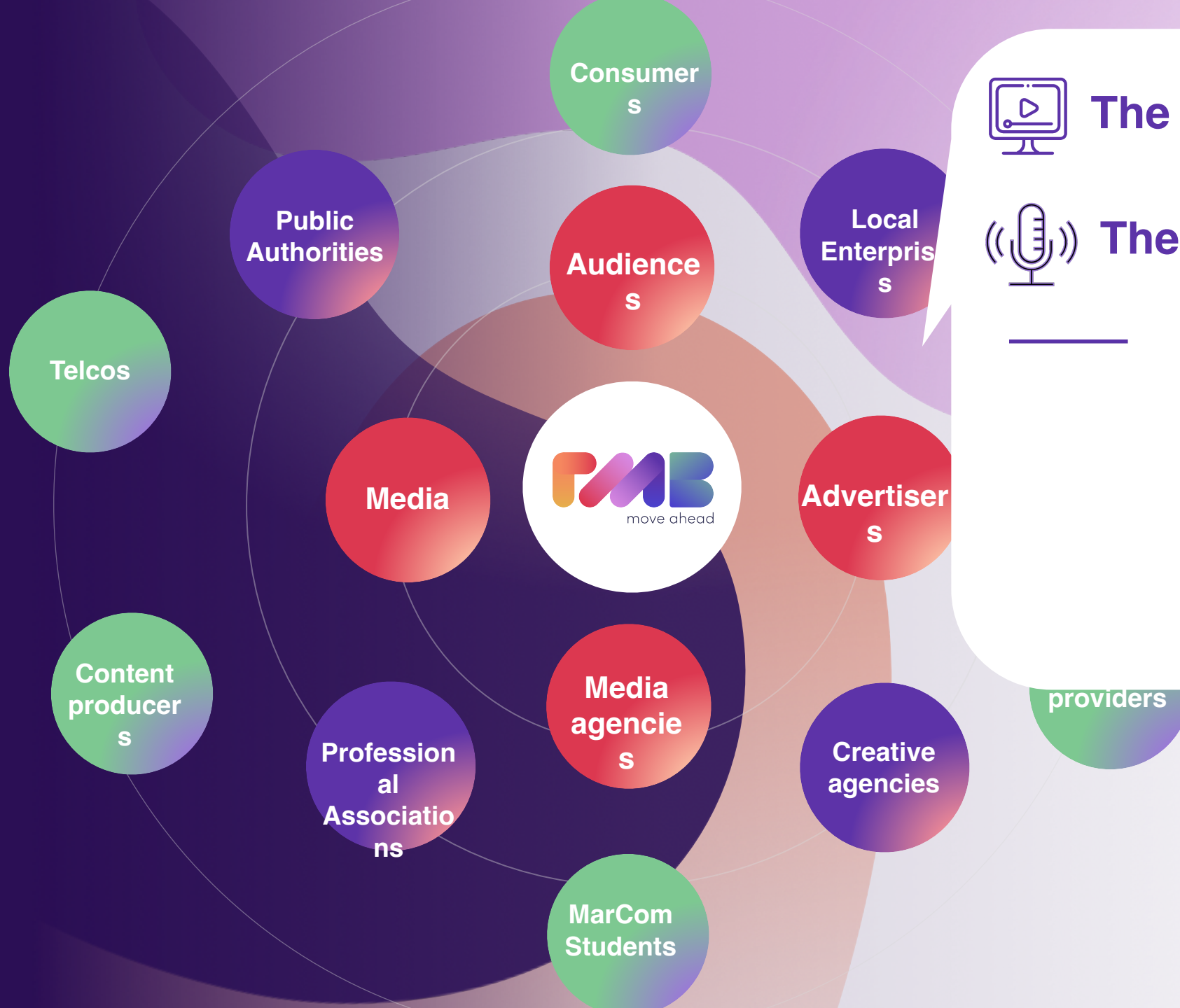
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The Blue Upstarter



The Blue Speaker



Why RMB for this award?



The 1st company in the sector acting beyond its unique interest



The 1st Sales House releasing its impact report on the 17 SDG's



move ahead

Thank you!