



CHANGE THE BRIEF ALLIANCE

Becoming a member



PREPARING US FOR THE NEXT WAVE OF TRANSFORMATION



The Alliance will generate a new skill set so we are fit for a zero-carbon world.

Providing us the with the knowledge and confidence to promote sustainable behaviours and lifestyles through our work.

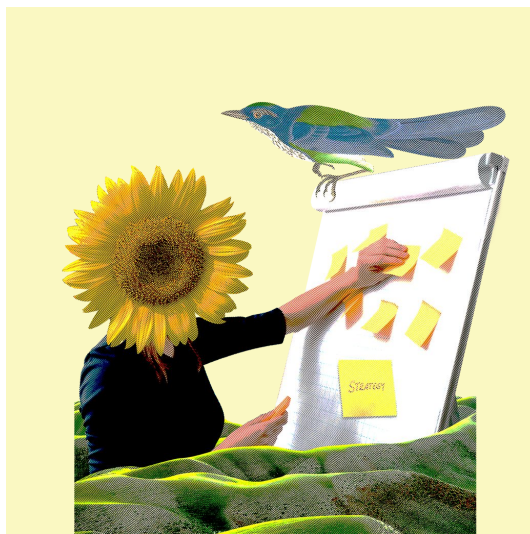
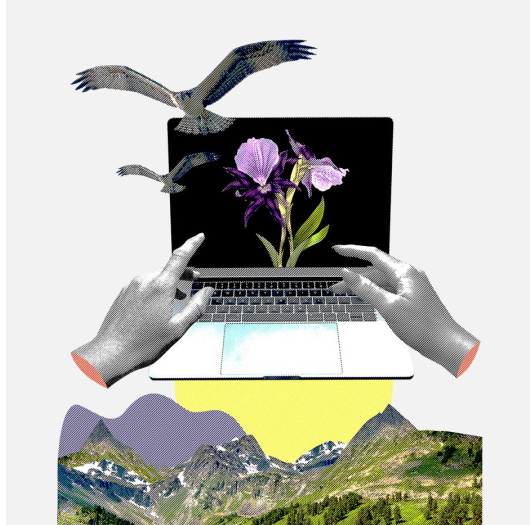
Rob McFaul, Co-founder Purpose Disruptors



TWO TIERS OF MEMBERSHIP

#ChangeTheBrief Alliance presently offers two levels of membership for agencies, networks, media owners and client-side organisations.

Membership is also available to our industry's freelance community.



LEVEL 1

For all members. Online learning and community

EXPAND YOUR KNOWLEDGE AND EFFECTIVENESS

Advice on how to #ChangeTheBrief both internally and with clients to promote thinking and acting sustainably.

Access to our learning hub, with pre-recorded sessions providing deep dives into key sustainability issues by category.

Access to #ChangeTheBrief Alliance peer-to-peer digital community.

LEVEL 2

Available to members for an additional fee.

IN-DEPTH LEARNING AND PRACTICAL EXPERIENCE

All-live hands-on facilitated learning experiences within our community.

Immersion of account teams in #ChangeTheBrief.

Training of #ChangeTheBrief champions across different disciplines.

LEVEL 1: ONLINE LEARNING & COMMUNITY

WHO IS IT FOR?

Agency side

Creatives, planners and account managers all have a role to play in creating work that promotes sustainable lifestyles. They should understand why we need to change the brief, how to bring in stakeholders and have access to expert knowledge and creative stimulus on the behaviour and culture change that will make agencies and clients future-fit.

Client-side

Marketing teams have a seat at the sustainability table. By joining the Alliance you can work with your agencies on generating briefs and campaigns that accelerate your brands' transition to a net-zero world.

Media owners

Learn how to respond to briefs from agencies that seek to promote sustainable behaviours in your audiences.



A GO-TO RESOURCE

Alliance members have access to a learning programme with pre-recorded sessions providing deep dives into key sustainability issues by category as well as access to the peer-to-peer online community. Updated on a regular basis with fresh expert perspectives, stimulus & learning material, #ChangeTheBrief Alliance is a go-to resource for promoting sustainable thinking in our work.

The programme is divided into 3 sections:

1. **Why** #ChangeTheBrief – Understand the climate crisis
2. **How** to #ChangeTheBrief – Learn how promote sustainable lifestyles
3. **Let's** ChangeTheBrief – Access a growing library of deep dive category talks (Energy, Fashion and Food in November 2021)

Each module features expert videos, rich resource libraries and an online community with up-to-date inspiration and case studies

The image shows a composite of elements related to the Change The Brief Alliance. At the top left is the logo for 'CHANGE THE BRIEF ALLIANCE'. Below it is a video thumbnail featuring a woman with glasses speaking. To the right is a graphic titled 'NET ZERO CONSUMER BEHAVIOURS SOCIETAL ATTITUDES' with four sub-images: 'Offshore wind', 'Onshore wind', 'Domestic solar PV', and 'Commercial solar PV'. The bottom half of the image is a screenshot of a web browser displaying the community page for '@community.changethebrief.org'. The page includes a search bar, a 'Home' button, a list of spaces (General, Why #ChangeTheBrief, How #ChangeTheBrief, Energy, Fashion, Food, Ecoeffectiveness), and links to external websites. A central post reads 'Welcome to the #ChangeTheBrief Alliance Community' with an image of two people whose heads are replaced by a rose and a sunflower. A 'New Post' button and a 'Trending Posts' sidebar are also visible.

THE LEARNING PROGRAMME

LEVEL 1

1

WHY

#CHANGETHEBRIEF

Introducing #ChangeTheBrief Alliance

Presented by Rob McFaul, Co-Founder of Purpose Disruptors

Becoming Climate Aware | Facing Change, What Will We Choose?

Face into the facts about the climate and ecological crisis. What will happen if society does not change and most significantly learn about the upgrade; the positive, thriving future that you can bring into being through your work?

Presented by Paddy Loughman, Independent strategist working with UNFCCC Climate Champions

- Understanding the Climate and Ecological Crisis
- Why the Climate and Ecological Crisis is Happening
- The Changes We Need To Make

Further reading & Resources

A regularly updated collection of useful links, reports, films, books, articles and papers on topics including:

- Climate Communications Guidance
- Change the Narrative
- Upgrade designs
- Take Action as a business
- Go Deeper



2

HOW TO #CHANGETHEBRIEF

How to promote, encourage your teams to apply #ChangeTheBrief

Success in #ChangeTheBrief rests as much in bringing your team with you, as it does in generating effective ideas. Here we share approaches and stories to bring everyone on board.

Presented by Rob McFaul, Co-Founder Purpose Disruptors

How to measure the impact of a #ChangeTheBrief response | Ecoeffectiveness

Learn from senior industry leaders on how you can demonstrate the effectiveness of your campaigns in reducing greenhouse gas (GHG) emissions.

Presented by Caroline Davison MD & Sustainability Lead, ELVIS and Ben Essen, Chief Strategy Officer, Iris

Avoiding Greenwashing

An introduction on greenwashing and guiding principles on how to avoid it.

What is a #ChangeTheBrief response?

We can change the brief on 3 levels. Each level has a progressively greater impact. Here we provide resources and concepts on how to change the brief at each level.

- Change the image
- Change behaviour
- Change the business



3

LET'S #CHANGETHEBRIEF

LET'S #ChangeTheBrief covers B2C categories each presented by an experienced sustainability expert from the #ChangeTheBrief Alliance faculty.

In October 2021 we launched with 3 separate modules on:

- **Energy** | Presented by Morag Watson, Director of Policy, Scottish Renewables
- **Fashion** | Presented by Rachel Arthur, Sustainable Fashion Consultant
- **Food** | Presented by Richard Profit, Business Sustainability Consultant & MD, Cool Farm Alliance

In each category we cover:

- The challenges and issues
- The category in a net-zero world
- Example businesses and brands leaning into a net-zero world
- Encouraging new behaviours and attitudes
- Resources, reading and films compiled by our experts

Our next update will feature Let's #ChangeTheBrief experts on **Mobility** and **Finance**. We work with our members to develop further category modules in the future.



ACCESS THE #CHANGETHEBRIEF FACULTY OF EXPERTS

The Alliance works with a collective of industry leading peers. Experienced individuals, whose work, reputation and skill sets push sustainability and define their categories. These experts recognise the potential of the advertising industry to direct its creativity and communication skills to shift behaviours in society to be in line with a zero-carbon world.

Each Alliance faculty member has been recruited to deliver on demand training modules in Level 1 and be available for live workshops in Level 2.



Paddy Loughman
Strategist at UNFCCC Climate Champions



Rachel Arthur
Sustainable Fashion Consultant at UNEP



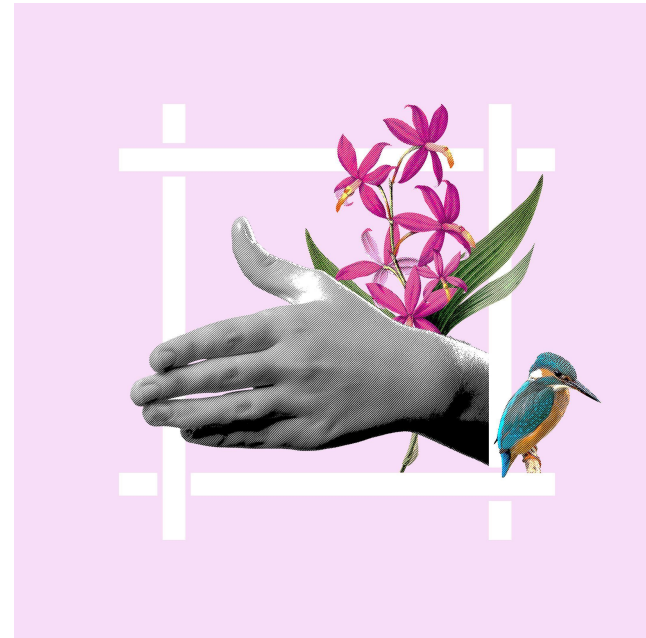
Morag Watson
Director of policy for Scottish Renewables



Richard Profit
Founder of Cool Farm Alliance

ANNUAL MEMBERSHIP RATES FOR LEVEL 1 ACCESS

Number of people provided access	Total Cost * (Excl VAT)
Up to 16 people charged at £300 per person	Up to £4,800
17 to 50 people	£5000
51 to 100 people	£8,500
101 to 200 people	£13,000
201 to 500 people	£17,500
501 to 1000 people	£20,000



*Provision of Level 2 is offered at an additional cost.



The #ChangeTheBrief Alliance is a fundamental part of achieving the change in the output of the industry

STEPHEN WOODFORD, CEO UK ADVERTISING ASSOCIATION

We have the skills, we have the people, with this training it's only going to inspire them to be more innovative, more creative and find more solutions to the challenges we all face

PATRICK AFFLECK, CEO HAVAS MEDIA GROUP UK & IRELAND

We've got some really passionate and committed individuals working hard to drive sustainable changes. To accelerate that change – us all working together and acting collectively is what's really important and the Alliance will equip everybody in the accelerated fashion to be able to do that

NICKI HARE, CHIEF DEVELOPMENT OFFICER, OMNICOM MEDIA GROUP UK



Become a member

To arrange access for multiple people within your organisation, get in touch with:

rob@purposedisruptors.org

To join as an individual or a small number of people you can sign up directly [here](#)



About Purpose Disruptors

Our vision is that the advertising and marketing communications industry works together and only promotes brands, lifestyles and behaviours that are in service of halving emissions by 2030.

The three founders, Lisa Merrick-Lawless, Rob McFaul and Jonathan Wise, together have 50 years experience of working in creative agencies, media agencies and client side

We created and delivered the UK's first Climate Crisis Summit, initiated 'Create and Strike' where 160 CEOs signed a letter enabling their employees to join the Global Climate Strike, and in 2020, over 700 were involved in The Great Reset campaign, an initiative to help embed the positive environmental behaviours which we experienced during lockdown. At COP26 Purpose Disruptors hosted the only two official events at the entire conference relating to advertising.



[Changethebrief.org](https://changethebrief.org)

support@changethebrief.org