



CHANGE THE BRIEF ALLIANCE

Becoming a member



CURRENT MEMBERS OF THE ALLIANCE

BT Group



Omnicom
MediaGroupUK

Omnicom



M&CSAATCHI

MEDIABRANDS



OLIVER

dro5a



SAATCHI & SAATCHI

SUPPORTED BY

CONVENED BY

ADVISORS TO



PREPARING US FOR THE NEXT WAVE OF TRANSFORMATION



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

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

Rob McFaul, Co-founder Purpose Disruptors



MEMBERSHIP

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

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



For all members: online learning and community

Onboarding session with co-founder

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

Access to #ChangeTheBrief Alliance Wisdom Council. The Wisdom council share best practices and advise on future content.



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.

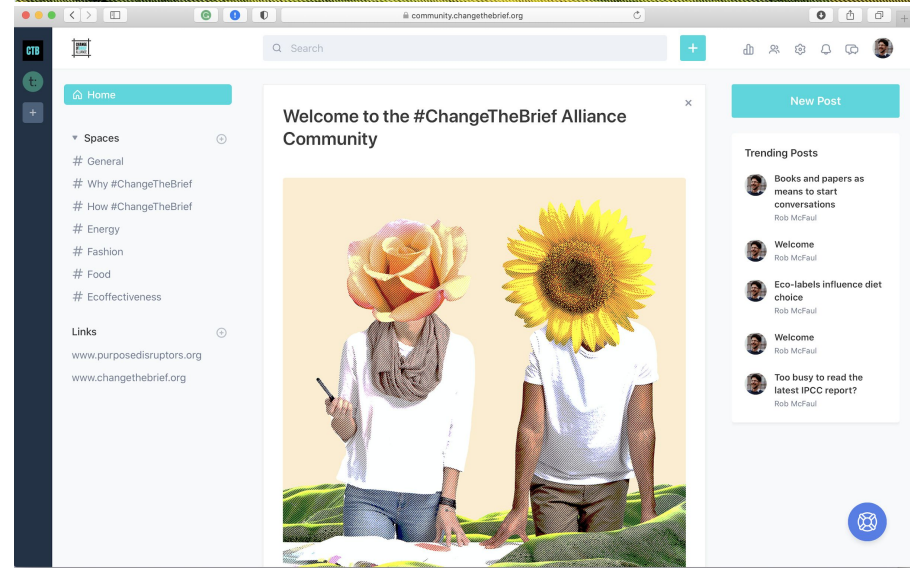
The programme is divided into 3 sections:

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

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



The top portion of the image shows a video player interface. On the left is a video of a woman with short grey hair and glasses speaking. To her right is a graphic with the text "NET ZERO CONSUMER BEHAVIOURS SOCIETAL ATTITUDES" and four images: "Offshore wind", "Onshore wind", "Domestic solar PV", and "Commercial solar PV". The background of the video player is a green field under a blue sky with butterflies.



The bottom portion of the image shows a screenshot of a social media community page. The browser address bar shows "community.changethebrief.org". The page has a search bar and a "New Post" button. On the left is a sidebar with "Home" and "Spaces" sections. The main content area features a welcome message: "Welcome to the #ChangeTheBrief Alliance Community" with a close button. Below the message is a photo of two people with their heads replaced by a rose and a sunflower. On the right is a "Trending Posts" section with several posts by Rob McFaul.

THE LEARNING PROGRAMME

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

Mainstreaming Sustainable Living

Here Joanna Yarrow shares her extensive experience, core principles and live examples of brands enabling sustainable living.

Presented by Joanna Yarrow, Founder Partner M&C Saatchi Life

Avoiding Greenwashing

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

Presented By Johnny White, Climate Programme Lawyer at ClientEarth

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

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



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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
- **Technology and telecoms** | Presented by Hannah Nascimento, Director of Digital Impact and Sustainability at BT Group

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

We work with our members to develop further category modules.



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.



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

Number of people provided access	Total Cost * (Excl VAT)	Min Cost per head (Excl VAT)
50 to 100 people	£9,000	£90
101 to 200 people	£14,000	£70
200+ people	TBD on consultative basis	





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

Change The Brief has been a brilliant tool to take OLIVER senior leaders on a journey to connect the climate crisis with our industry and see all the ways we can influence the transition necessary to a zero carbon world. Applying the CTB's expert information to practice briefs and client briefs has brought it to life for creatives, strategists and client leads who now proactively discuss changing the brief with their clients.

LUCY USHER, SUSTAINABILITY LEAD AT OLIVER



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 mission is to catalyse the advertising and marketing industry's climate transition to be in line with the IPCC's 1.5 degrees global warming target.

We are the only organisation to have been invited to speak at Cannes Lions International Festival of Creativity and COP26.

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

All were recognised as Campaign top 10 trailblazers and Forbes '43 people changing advertising for good'. And are contributors to the prestigious Cambridge Institute of Sustainability Leadership (CISL) sustainable marketing, creative and media course.

