

30-60-90 Day & 1-Year Plan Template for Implementing Environmental Integrity in Advertising

This template is designed for advertising professionals aiming to champion environmental integrity & sustainable practices within their organizations. It provides a detailed plan to initiate, develop, and execute strategies against greenwashing and for promoting environmental responsibility in advertising over the course of a year.

First 30 Days: Foundation and Awareness

Objectives

Gain comprehensive understanding of environmental issues related to advertising.
Begin internal advocacy for environmental integrity.
Lay the groundwork for policy and team development.

Action 1: Self-Education

- Complete an introductory course on environmental sustainability in advertising.
- Study the FTC's Green Guides and familiarize with the IAE Green Shield certification process.

Action 2: Initial Assessments

- Conduct an audit of current advertising practices for greenwashing risks.
- Identify potential internal champions and stakeholders.

Action 3: Awareness Campaign

- Launch an internal communication campaign to highlight the importance of environmental integrity in advertising.
- Organize a kickoff meeting to introduce initiative to the team.

Milestones

Complete foundational training on green advertising.
Establish a baseline of current advertising practices.

Days 31-60: Strategy and Engagement

Objectives

Develop a detailed action plan for integrating sustainable practices.
Begin engaging with key stakeholders and building a team of advocates.

Action 1: Strategic Planning

- Draft a green advertising policy outline based on initial assessments.
- Set short-term goals for team education and green certification efforts.

Action 2: Team Building

- Formalize a green team with interested internal champions.
- Start bi-weekly meetings to discuss progress and brainstorm initiatives.

Action 3: Education & Training

- Organize workshops on ethical and legal standards in green advertising.
- Provide access to learning resources and encourage team to achieve Green Shield literacy.

Milestones

Approval of green advertising policy outline.
Establishment of an engaged and informed green team.



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Days 61-90: Implementation and Expansion

Objectives

Implement the green advertising policy within the organization.
Expand the initiative to include broader stakeholder engagement.

Action 1: Policy Implementation

- Finalize and disseminate the green advertising policy.
- Start applying green standards to all new advertising campaigns.

Action 2: Stakeholder Engagement

- Present the initiative to wider company stakeholders, including leadership and external partners.
- Organize a sustainability in advertising seminar for broader educational outreach.

Action 3: Performance Tracking

- Develop KPIs for measuring the impact of green advertising practices.
- Initiate a monthly review process for continuous improvement.

Milestones

Official launch of the green advertising policy.
First advertising campaign under new green guidelines completed.

1-Year Plan: Consolidation and Scaling

Objectives

Solidify the organization's commitment to sustainable advertising.
Scale the initiative for larger impact within and beyond the organization.

Action 1: Review & Refine

- Conduct a comprehensive review of the year's activities, evaluating against KPIs.
- Refine strategies based on feedback and performance data.

Action 2: Leadership & Culture

- Develop leadership training modules on sustainability for all managerial roles.
- Integrate environmental integrity into core values & culture of organization.

Action 3: External Engagement

- Collaborate with industry bodies to promote wider adoption of green advertising standards.
- Participate in / host events focused on sustainability in advertising.

Action 4: I Innovation & Improvement

- Invest in research for innovative sustainable advertising techniques.
- Encourage team to propose and pilot new green projects.

Milestones

Demonstrated improvement in KPIs related to green advertising.
Recognition as a leader in sustainable advertising practices within the industry.

This template provides a structured approach to integrating environmental integrity into advertising practices over a year. By following this plan, advertising professionals can systematically transform their organization's approach to sustainability, ensuring that their advertising not only avoids greenwashing but actively promotes environmental responsibility.

