

2021 HIGHLIGHTS AND ACHIEVEMENTS

Update of the ICC Framework for Responsible Environmental Marketing Communications


The past few years have seen a renewed interest in environmental marketing, particularly in the context of growing momentum on climate action globally, including collective efforts by governments and businesses to mitigate the threats of climate change and promote sustainable consumption. Recent years have seen a proliferation of environmental marketing claims, many of which are vague, non-specific or general in nature. A joint working group, led by Commission Vice Chair, Sheila Millar, and including members from the Global Marketing and Advertising/Environment and Energy Commissions, progressed work on updating the Environmental Framework to address emerging issues, concepts and environmental claims.

The [ICC Framework for Environmental Marketing Communications](#), released in December 2021, provides added guidance in response to the growing complexity of environmental or “green” marketing claims, including general claims of “sustainability” as well new emerging climate-related, circularity, recyclable content, degradability and additional “free-of” claims. The Framework provides a helpful approach for advertising industry stakeholders to use in developing and analysing environmental claims, consistent with general principles of the [ICC Advertising and Marketing Communications Code](#) and specific guidelines in Chapter D on environmental claims. It helps assist marketers in assuring that ‘self-declared’ environmental claims are truthful and not misleading and are appropriately substantiated to avoid misleading consumers. The ICC webstory on the release is available [here](#).

Promotion of the Environmental Framework

The update to the Environmental Framework has garnered substantial interest and ICC was invited to present preliminary highlights of the key changes at various events in 2021.







2021 Events: Framework Presentations

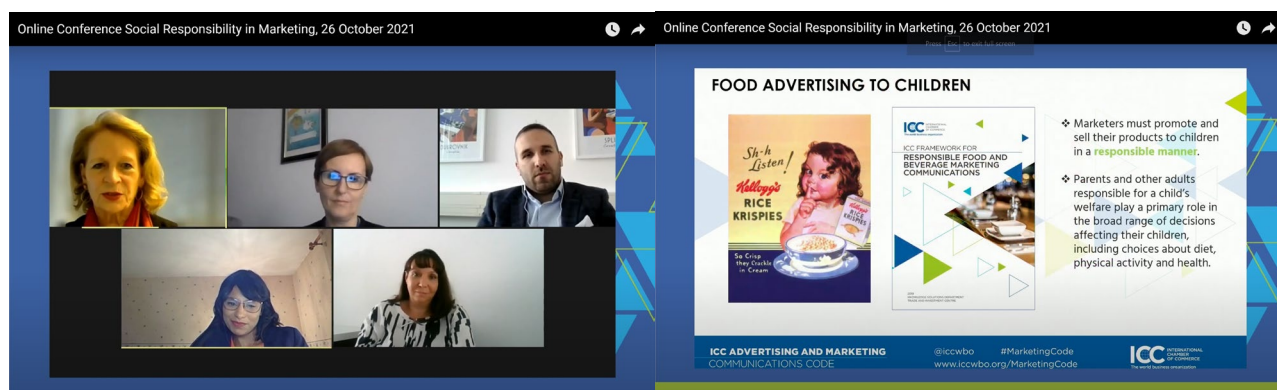
- **EUROPE**
 - 14 October 2021: EASA/ICAS session: Environment and Responsible Advertising (Virtual)
 - 28 October 2021: ICC Croatia Responsible Marketing Conference (Virtual)
 - 10 November 2021: COP26 – Getting Green Claims Right (ICC Virtual Platform Events)
 - 23 November 2021: WFA Policy Action Group (Virtual)
- **AMERICAS**
 - 6-9 September 2021: +CTG Mas Cartagena – Latin American Creativity Conference (Virtual)
 - 29 Sept – 1 Oct 2021: USA National Advertising Division Conference (Virtual)



Demonstrate the ICC Marketing and Advertising Code's relevance in an evolving digital landscape and on issues of growing interest to policymakers and consumers

ICC Croatia Responsible Marketing Conference – October 2021

The Global Marketing & Advertising Commission provided content support for the ICC Croatia conference on responsible marketing including topics and presentations on influencer marketing, environmental claims and marketing to children.



Emphasize the authority of the ICC Code as the international standard for marketing self-regulatory practices and leverage existing industry efforts to reinforce effective marketing and advertising self-regulation at national level.

ISO proposal for standards on marketing to children

The Commission developed a campaign with ICC members, NCs and partners to ward off an ISO proposal to develop a standard on marketing to children, due to risk of duplicate standards with the ICC Code. A template ICC response was provided to the network with the relevant information and arguments to help support local engagement in an effort to help influence the outcome of the vote in view of existing ICC guidance and SR systems in place. Local NCs and partner representatives engaged with local ISO bodies with the final result that the ISO work item proposal did not pass the member vote and will not proceed.

Commission Meetings:

The ICC Global Marketing & Advertising Commission convened twice virtually in 2021 on 1 June and 3 December 2021 and enjoyed broad representation, with members from at least 22 countries attending.

Upcoming events:

ICC China International Consumer Conference: May 2022

The Global Marketing & Advertising Commission is currently developing a programme in collaboration with ICC China for an international consumer conference in May 2022. Further details on the event will be shared in due course.

Bi-Annual Marketing & Advertising Commission meeting

Details regarding the next meeting of the Commission will be shared in due course.



ABOUT THE INTERNATIONAL CHAMBER OF COMMERCE (ICC)

The International Chamber of Commerce (ICC) is the institutional representative of more than 45 million companies in over 100 countries. ICC's core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, we promote international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. Our members include many of the world's leading companies, SMEs, business associations and local chambers of commerce.