



July 20th, 2021

ACT Responsible to launch the first Global Survey about Corporate Responsibility in the Advertising Industry.

The goal of the survey is to collect information on how agencies embrace their corporate responsibilities as economic, social and environmental actors in order to reveal the state of the industry's 'Responsibility Programs' and create a benchmark for future progress.

Corporate Responsibility has become more relevant than ever. Between the climate change urgency, the context of social polarisation and the current pandemic, Corporate Responsibility has taken a predominant place in advertising, as exemplified by the 2021 Cannes Lions Grand Prix (32 out of 36 were awarded to 'responsible' campaigns).

"In the last decade, many agencies have developed CR programs internally and for clients. After analyzing some of the reports, we realized that focuses vary considerably from one agency to another and from one country to another, covering all aspects of CR issues. Therefore, we believe now is the right time to assess how Corporate Responsibility is evolving across the advertising industry, and propose a benchmark based on this global report." - Hervé de Clerck, ACT Responsible Founder and Dreamleader.

By assessing past and current CR practices in agencies around the world, ACT Responsible aims to highlight the good practices in place, and, with the help of all the Advertising community, provide feedback and guidelines on how to take the next step. In order to collect this information, an online survey is to be launched, for all willing agencies around the world to complete.

As industry pioneers in social and environmental responsibility, ACT Responsible mission is to inspire, promote and unite the advertising industry on corporate responsibility issues, getting it to walk the talk and take action on what is essential to the survival of our planet, our society, our industry, our companies, our brands, our people.

The survey is developed with the participation of [ACT Advisory Board](#) including the International Advertising Association (IAA), AdForum, Havas Group, Interpublic Group (IPG), Publicis Groupe, WPP Group, Anomaly, FCB, Grey Group, McCann Worldgroup, TBWA Worldwide, and Wunderman Thompson, with the support of the American Association of Advertising Agencies (4A's) and the French Association of Communication Agencies (AACC). The survey will be launched in September and powered by Nielsen Co. We call out to all representatives of the industry who wish to join us in this process to participate in this project in order to make it as comprehensive as possible.

To participate in the survey and receive subsequent reports, please register [here](#).

To join and collaborate on this industry common effort please contact:

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About ACT Responsible: ACT Responsible is an international nonprofit organisation born from 9/11, affiliated with the United Nations Department of Global Communication and part of the Global Compact. ACT stands for Advertising Community Together. Its mission is to inspire, promote and unite the advertising communication industry to share good practices on social responsibility and sustainable development. The association aims to highlight the power of advertising creativity when it comes to raising awareness on social and environmental issues.