



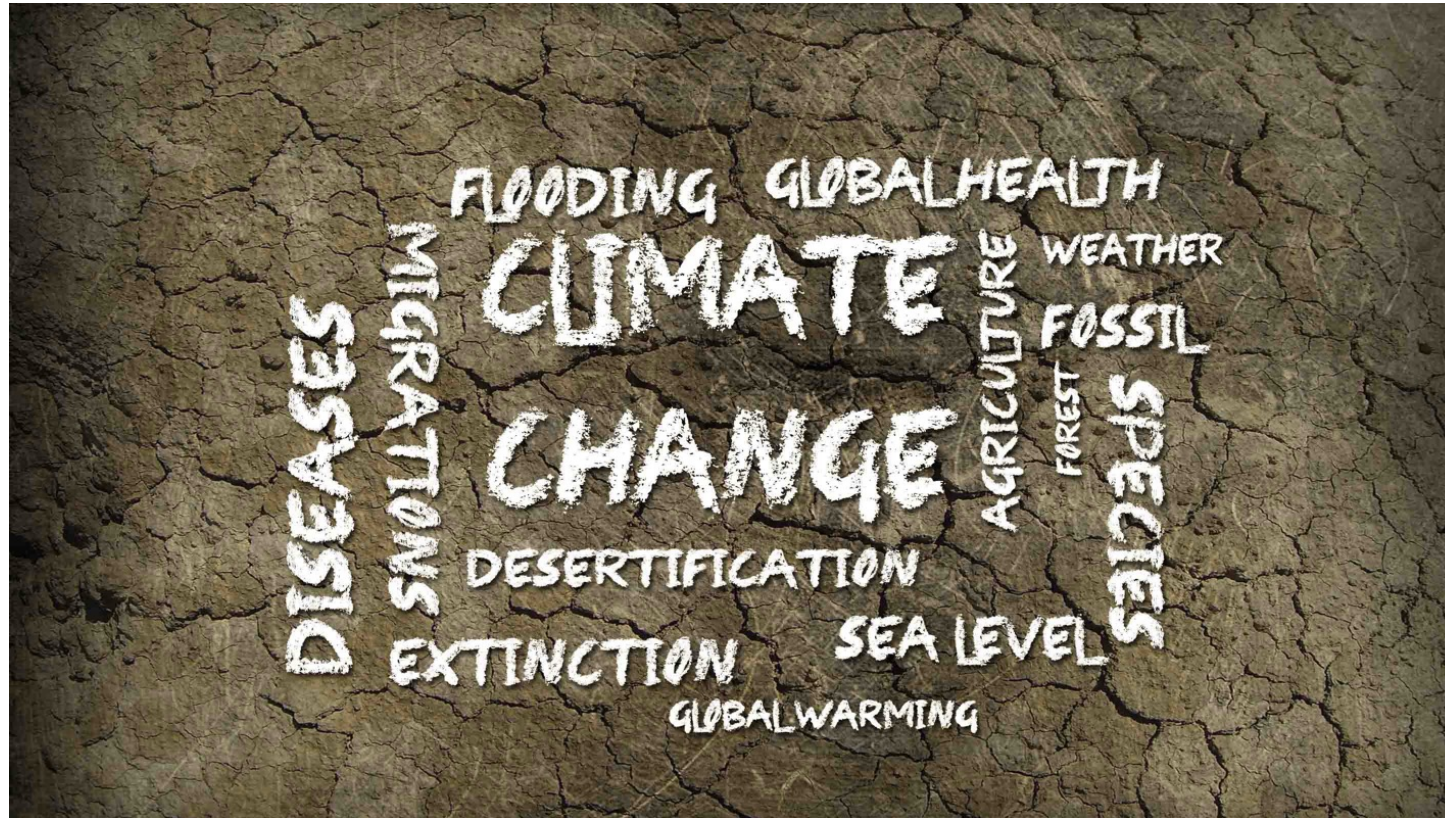


# Sustainability Matters

Lyn Cruickshank

# Cap global warming at 1.5°

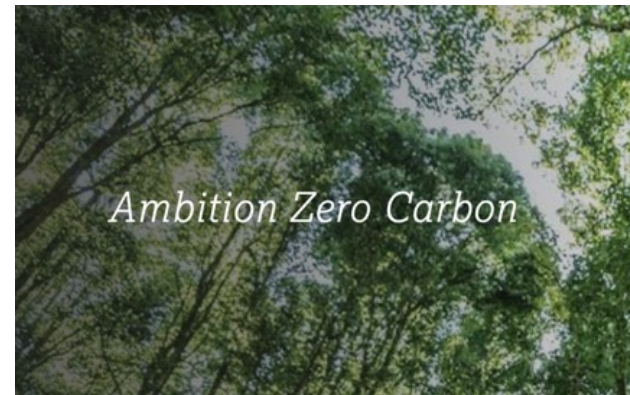
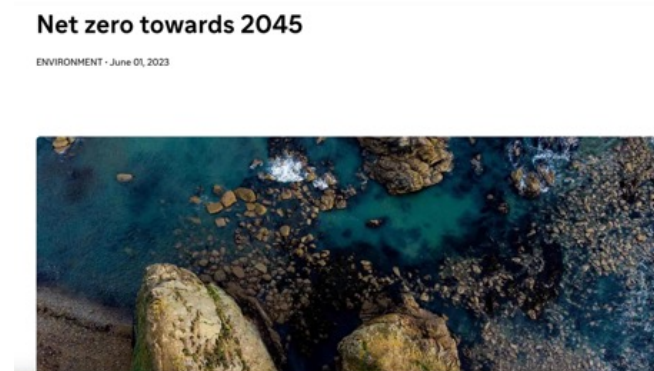
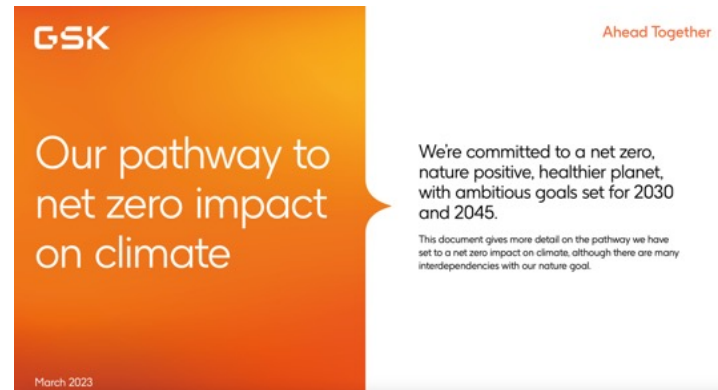
## Reduce greenhouse gas (GHG) emissions



This Photo by Unknown Author is licensed under [CC BY-SA-NC](https://creativecommons.org/licenses/by-sa/4.0/)

# What is the pharmaceutical industry doing?

Big pharma is committed to net zero by mid-century



# How are they doing?

Global 100 ranking of the world's most sustainable companies



53



58



66



95

# What can we do?

Med comms agencies are part of the pharmaceutical industry supply chain.

Our clients need our support to help them to achieve their own net zero goals.

# How? Change the way we work



- Travel less
- Switch to renewable energy
- Reduce waste
- Reduce the carbon impact of our activities

**AD  
NET  
ZER**  
ALL FOR NONE

# How? Changing the work we do

- Sustainable production
- Media choices



- Influence and behaviour change



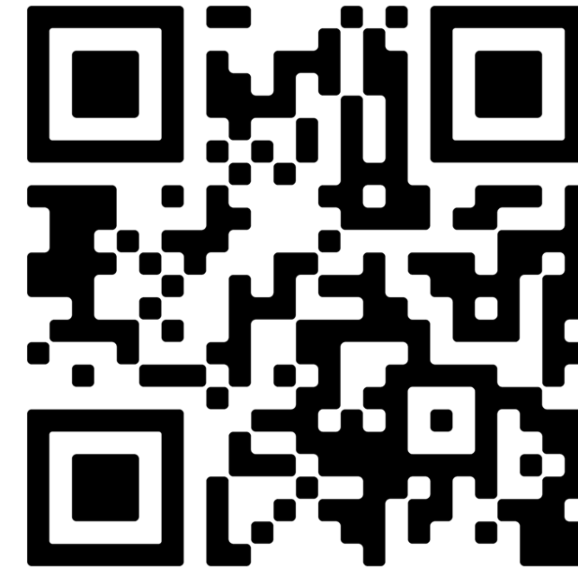


# No greenwashing

ecovadis



# Want to know more?



Download the  
tool kit

