



The Conscious Advertising Network: Guiding Principles

March 2025

Guiding Principles: Contents

Section 1: Introduction

3. Founder Introduction: Effective Advertising that Works for Everyone
4. Information Integrity: Healthy Incentives that Work for Society and Business
5. Spotlight: United Nation's Global Principles for Information Integrity
6. Signals of Change: Responsible AI & Transparency

Section 2: The CAN Guiding Principles

8. The CAN Guiding Principles
9. **Step 1:** Fundamentals
11. **Step 2a:** Conscious Creative
12. **Step 2b:** Conscious Media
14. **Step 3:** CAN's 6 Guides
15. **Step 4:** Conscious questions
16. In a Nutshell

Section 3: Guiding Principles In Action

17. The Business Case for Conscious Advertising: Sustainability, Inclusion and Quality Media
20. Supporter Member Spotlight: ISBA & Responsible Marketing Advisory - The Ad Accessibility Hub
21. Full Member Spotlight: VCCP & December19
22. Full Member Spotlight: December19, Biffa & Plug
23. Full Member Spotlight: Mobsta & PMG

Section 4

24. Glossary
25. Thank you



Click on title to jump to the section

Founder Introduction: Effective Advertising that Works for Everyone

For seven years, the Conscious Advertising Network has stood at the intersection of advertising technology and human rights. What began as a coalition of concerned professionals has grown into a global movement of 190 members spanning every continent, united by a common purpose: to make effective advertising that works for everyone.



Today's advertising landscape faces unprecedented pressures. Margins are tightening, cross-border tensions are rising, and a strengthened legislative framework—from the Digital Services Act to the Online Safety Act—is reshaping our industry. Artificial intelligence offers huge potential benefits in terms of efficiency and creativity, but must be embedded with a clear understanding of its potential impacts.

Never has driving accountability through our advertising supply chains been more important. Hence one of our central asks – conscious oversight of the use and impacts of emerging technologies across media, creative and operations.

You've told us you need clarity and simplicity. So we've streamlined our Manifestos into more accessible Guides—maintaining our core principles while providing clearer pathways to implementation. This refresh reflects both evolving challenges and opportunities, including transparency and AI.

The UN Global Principles for Information Integrity have reinforced what we've long advocated: healthy incentives are essential for a functioning

information ecosystem. Our growing library of case studies demonstrates that this approach isn't just ethically sound, it's commercially effective.

The research is clear: transparent, conscious advertising delivers stronger results while supporting quality journalism and diverse voices.

The advertising industry stands at a critical crossroads. The choices we make today will determine whether we can navigate this moment without losing our integrity.

By tackling waste and fraud, safeguarding society and the environment, and championing supply chain transparency, we unlock new opportunities for growth and innovation.

Jake Dubbins and Harriet Kingaby
Co-founders of the Conscious Advertising Network (CAN)

Information Integrity: Healthy Incentives That Work For Society And Business

As a UN Senior Adviser on Information Integrity, I've witnessed firsthand the critical importance of reshaping our global information ecosystem. The United Nations Global Principles for Information Integrity (UNGPII) represent a watershed moment in our collective approach to managing information as a fundamental human right and a cornerstone of democratic society.



As the 'Healthy Incentives' section suggests, advertisers have a key role to play. The principles we've developed are not merely a theoretical exercise, but a practical blueprint for addressing the current power structures that allow a small group of technology companies—predominantly based in a handful of countries—to monopolise global information flows.

Our vision is transformative: an information ecosystem that champions universal human rights, delivering genuine choice, protecting individual freedom, ensuring privacy, and guaranteeing safety for everyone.

All of this means more informed, more empowered people, who trust the information they consume, and the brands they choose to let into their lives.

Through your work with the Conscious Advertising Network (CAN), which was a prominent voice in consultations to develop the UNGPII, we've seen how information integrity can be a powerful lever for positive change. Information integrity isn't just a concept—it's a practical approach to creating an ecosystem that fosters trust, knowledge and choice, and where accurate, reliable content is available to all.

The benefits of a more effective, ethical approach to communication are as huge as the economic and social stakes are high. Whether you're an advertiser, technologist, policymaker, or media professional, these principles offer a roadmap for responsible engagement in our increasingly complex information landscape.

The CAN Guiding Principles translate this work for the advertising industry, providing a comprehensive framework for understanding and implementing information integrity and fundamental human rights. They offer practical strategies, ethical guidelines, and a vision for communication that serves both business imperatives and societal needs.

I invite you to explore these principles deeply— to challenge your assumptions and join us in reimagining how we create, share, and consume information.

Charlotte Scaddan

UN Senior Adviser for Information Integrity,
UN Global Communications

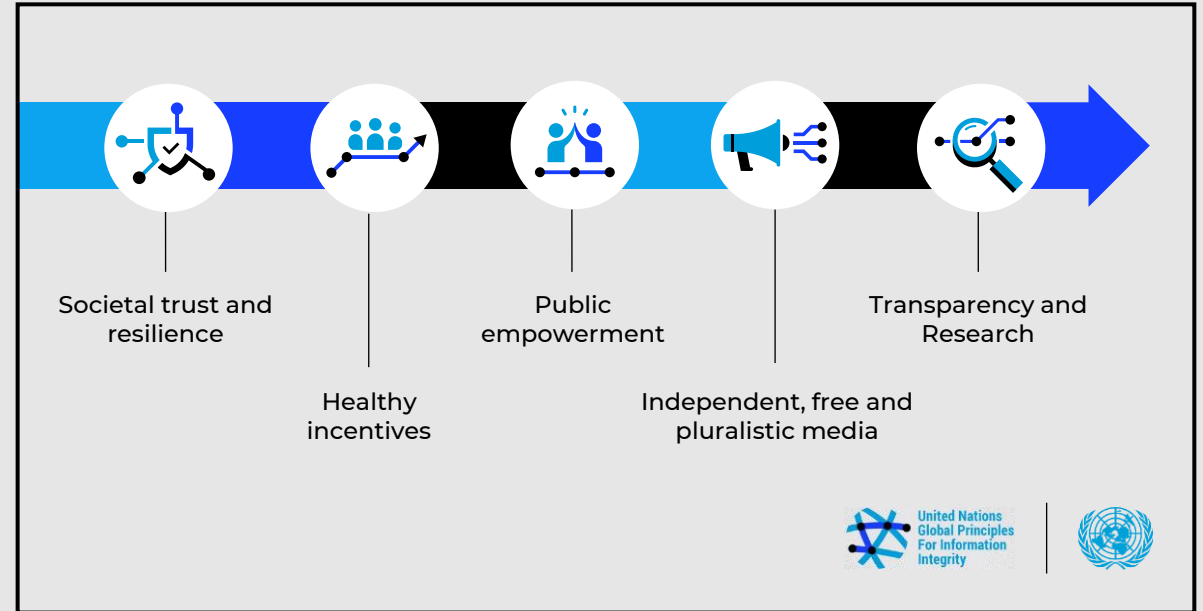
Spotlight: United Nation's Global Principles for Information Integrity

The Principles envision an information ecosystem that delivers choice, freedom, privacy and safety for all. In which people everywhere can express themselves freely and make informed and independent decisions.

The Healthy Incentives section shows how advertisers and tech companies can adopt business models that simultaneously uphold human rights, strengthen information integrity and make good business sense.

Investing in trusted information systems is good business, As people lose trust in institutions, the chance of civil unrest increases. **The IMF found that GDP remained at about 1% below its pre-shock level a year and a half after a major protest.** Plus, extreme weather events are already costing categories such as insurance, as well as national economies dearly. As misinformation slows down recovery, the economic damage gets worse.

The CAN Guiding Principles outline how we can action this advice, driving accountability and transparency through our advertising supply chains, reducing waste and making advertising work for everyone.



Definition: information integrity
The accuracy, consistency, and reliability of the information content, processes and systems to maintain a healthy information ecosystem.

Signal of Change: Responsible AI

The first strong signal of change, which has driven our updates is the growing influence of AI. The advertising industry has been using artificial intelligence for years, but its use is becoming more widespread with the adoption of generative AI.

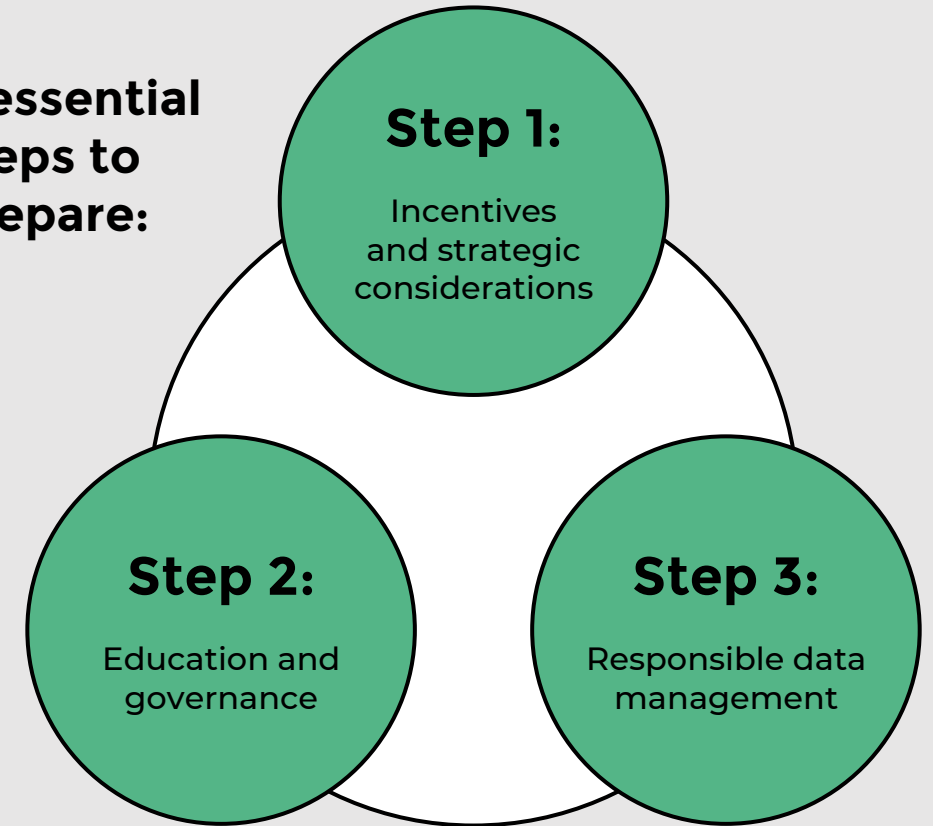
However, as well as huge opportunities, AI poses risks, from bias, to AI generated content on Made for Advertising sites impacting both effectiveness and information integrity.

The UN Global Principles for Information Integrity specifically calls out the need to mitigate risks, and to clearly disclose and label any use of AI:

"New and escalating risks stemming from leaps in AI technologies have made strengthening information integrity one of the urgent tasks of our time."

Help is available. [ISBA's Responsible Media Guide 2025](#) contains a framework for decision making around AI adoption, to help advertisers capitalise on the opportunities, while being aware of the risks of AI. The UN Global Principles

**3 essential
steps to
prepare:**



**AI preparation via ISBA's
Responsible Media Guide**

Signal of Change: Mainstreaming Log-Level Transparency

Key definition: transparency

- Clear, honest, and open communication of information about an ad's content, funding, targeting, and impact.
- Ensuring brands understand & can evaluate exactly which players in the media ecosystem receive money from them.
- Log level data about where an ad has been placed, and transparency about any incentives that govern media spend.

The second driver of change is transparency. This year has already seen major progress in transparency about where our advertising, as well as money, is going.

A lack of log-level transparency and oversight is still putting brands and people at risk. A recent [Adalytics report](#) found major brands unknowingly had ads placed alongside child sexual abuse material (CSAM).

Ad tech vendors and verification firms had been marking impressions on the sites as “brand safe.” Without URL-level reporting, advertisers had no way of knowing where their ads appeared, leading to wasted spend, harm to children, and brand risk.

Change happens because advertisers choose to lead. The UK Stop Ad-Funded Crime Group (UKSAFC) is launching a consultation on a [Know Your Customer \(KYC\) initiative](#) and [DoubleVerify](#) will now provide URL-level reporting to all advertisers. Amazon is following suit, signalling an industry-wide shift, and [lawmakers](#) are also taking note.

Key Stats, [ANA's Programmatic Transparency Report](#):

44,000

the average number of sites a programmatic campaign appears on (ANA)

22% OR \$8.2bn

the ad spend productivity growth of the industry implementing recommendations in the ANA Programmatic Transparency Report

The CAN Guiding Principles

Step 1

Fundamentals

- A. Prepare & Recruit
- B. Embed the Change



Step 2A

Conscious Creative

Representation & sustainability in casting, production and in-advert

Step 2B

Conscious Media

Supply chain transparency and accountability, reducing waste & fraud

Step 3

Guides

Tackling waste and fraud, safeguarding society and environment, and championing supply chain transparency, to ensure advertising works for everyone via our 6 thematic Guides.



Step 4

Conscious Questions

Asking questions that make things better for everyone



Prepare and Recruit

- Form a **cross functional team** with your most important departments, create a strategy and plan of action, with goals to guide you.
- Identify your **champions** from within at all levels of the organisation.
- **Nominate** responsibility for brand safety, suitability and ethical practice. Include this in their job description and objectives.
- Start the **CAN tracker audit**, including a 12-month roadmap for improvement, alongside internal team, vendors and partners.
- Use your commitment to draw and **inspire talent** - involve HR and internal comms.

“

“Shaping our ESG commitments comes from collaborating with CAN, whose Guides and initiatives help to create and shine a light on best practice within the communication industry.”

Delivering on those commitments takes a team of change makers, from across the whole business. That's why Our ESG Collective comprises business wide functions - Planners, Creative, People, Legal, Biz Development, Finance and procurement - who sit at the heart of securing the impact needed.”

Fiona Couper, CMO ,VCCP

Embed the Change

Align process & documents:

- Track and manage **legal compliance** with all relevant legislation, alongside your legal team.
- Create **internal policies** for each of the guide areas, plus an AI policy. Include definitions of illegal harmful content and legal but harmful content.
- Insert CAN principles in all **Scopes of Work** and **Request for Proposals**, ask for evidence of alignment, and where alignment may fall short.
- Update the company **risk register** to reflect CAN Guide areas and AI.

Shout about it:

- **Communicate** your ESG/sustainability objectives, and your CAN principles to all staff, plus key partners, vendors and internal champions.
- **Train** your team, partners and vendors via the CAN introduction training.

Check & Improve:

- Create monitoring and **feedback loops**, improve, feed-back in CAN's annual survey.

Legislation to be aware of:

[Online Safety Act \(OSA\)](#)

[Digital Services Act \(DSA\)](#)

[Australia Online Safety Act](#)

Advertising Standards Authority (ASA):

[Code of Non-broadcast Advertising \(CAP Code\)](#)

[Code of Broadcast Advertising \(BCAP Code\)](#)

[Advertising Guidance, ASA](#)

[General Data Protection Regulation \(GDPR\)](#)

Step 2A

Conscious Creative



Definition: Conscious creative is trustworthy creative that includes, represents and safeguards everyone, including the places we live. It's the most effective way to ensure your message has mass appeal, and grow the audience for your business.

- **Represent all communities** in alignment with the highest standards of inclusivity in advertising in team selection, insight, strategy creative, casting and influencer selection.
- **Ensure accessibility** both in front of and behind the camera.
- **Champion sustainable behaviours** across production, media and in creative.
- **Challenge briefs** to include more sustainability and inclusivity
- Stick to the highest levels of **truth and storytelling**, avoiding greenwash, purposewash or pinkwashing campaigns.
- Use **respectful and privacy focused** ad formats that don't impede consumers' online experience.
- Create and share **case studies** of how inclusive, privacy focused and sustainable advertising drives commercial success.

Frameworks to help you:

[Effectiveness 2.0](#)

Diversity

[WFA Guide to Potential Areas for Bias in the Creative Process](#)

Children's Wellbeing

[Child Rights by Design, 5Rights Foundation](#)

Sustainability

[AdGreen Resources Guides](#)

Informed Consent

[WFA Digital Data Ethics Playbook](#)

Ad formats

[IAB New Ad Portfolio Guidelines](#)



Key definition

Conscious media is effective, privacy conscious and transparently bought media, purchased with safety, quality, sustainability and inclusion in mind. It employs privacy and safety by design.

Buy media in a way that aligns with your brand values, considering brand suitability as well as brand safety:

- Invest in **quality news reporting, inclusive media and climate coverage** to ensure healthy incentives for quality content, review news and new platforms regularly.
- If you have an **ethical supplier policy**, consider including accountability thresholds or exclusions for websites and platforms that do not meet your ethical standards.
- Ensure you're using the most **effective channel mix**, such as those outlined in [Profit Ability 2](#).

Use the right platform tools and set ups:

- Ask questions about platform approach to developing and enforcing policies and content before you place ads on, or via, them.
- Use **Campaign Setup Governance** platforms and processes to ensure campaigns are set up in a way which consistently aligns with your brand values, including the CAN Principles, before you consider 3rd party tools.

Frameworks to help you:

[UN Global Principles on Information Integrity](#)

[ANA Programmatic Media Supply Chain Transparency Study](#)

[ISBA Media Services Framework](#)

[ISBA Responsible Media Framework, 2025](#)

[Media Responsibility Index](#)

[Social Media Safety Index](#)

[Profit Ability 2](#)



Follow the UN Global Principles on Information Integrity, and the ANA Programmatic Transparency report:

- **Ask – where are my ads going?**
 - **How many websites** are my ads on?
 - Request access to the **log level data** related to placement of your campaigns.
 - Is your ad money funding platform creator revenue share programmes?
 - If so, do you know what creators you are funding?
- Ensure you're able to **justify** your ad formats and placements, especially with new formats.
- Focus on **trusted sellers** and buy through **direct** inventory supply paths.
- **Evaluate and optimise** the number of sites, apps and channels using strong, deliberate **inclusion lists** (and active exclusions lists if needed). Ensure inclusion lists reflect sustainability and inclusion, and **review regularly**.

- Replace blocklists with more **sensitive tools**. If they are necessary, diarise an **audit** every 3 months removing words which might exclude media from diverse communities and quality news.
- Use **brand safety tools**, but check **efficacy**, ensure you're aware of loopholes, and ensure policies align with your **organisational values**.
- **Reduce waste** as much as possible - use tools to minimise ad fraud and cross reference media results with hard metrics – such as sales.

Communicate to all partners:

- Make sure all agencies, partners and vendors understand what this means for their own **decision making**, and **report** back on how CAN Principles are embedded in their work.

“

“Here's what surprises many clients: ethical media planning actually improves ROI. When we invest in quality, brand-safe environments, we see higher engagement, better conversion rates, and stronger brand perception metrics.”

**Sam Griffith, Head of Digital,
December 19**

Step 3

CAN's 6 Guides

Once you've covered the fundamentals and your conscious media & creative, it's time to move onto the guide topics in more detail.

Our aim is to see every brand adopt CAN Principles, including our six Guides (previously Manifestos) in their agency briefs and RFPs.

We are dedicated to fostering a secure and inclusive environment that benefits both advertisers and society. This involves supporting high-quality journalism, diverse media, and scientific consensus, all rooted in the principles of our Guides.

 [Click on each to read more](#)



Anti Ad-Fraud

Promoting accountability in digital ads by reducing ad-fraud in all trading relationships.



Inclusion

Ensuring advertising content reflects all of society, from initial research to media strategy and placement.



Children's Rights & Wellbeing

Protecting children's rights and wellbeing in advertising, addressing the use of their data and the broad impact of technology, both online and offline.



Information Integrity & Hate

Transparent supply chains that minimise information pollution, and include quality content.



Informed Consent

Empowering users as active participants controlling their online experience and personal data usage.



Sustainability

Advocating for sustainable advertising content and processes, and quality climate content.

Step 4

Conscious Questions

Better tools, policy and enforcement from platforms and adtech providers that mean that efficient advertising doesn't come at the expense of our rights and freedoms.

Adopting a culture of questioning is a big part of driving these improvements. For example:

Be curious - ask potential partners and vendors for proof that their services meet CAN principles.

Ask to see your supply chain – both log level data and the creators you're funding. It is your money, you should know how it's being spent.

Ask until you understand – if tech seems too complicated, ask until you get an explanation you're happy with.

Point out things that don't stack up – from claims that seem too good to be true, to metrics that don't add up, speak up.

Being a member of CAN places you at the heart of a forward-thinking group of brands, agencies and subject matter experts, ensuring that effective advertising works for everyone.

We leverage this expertise to pinpoint areas for improvement, and to find solutions that build trust and drive change. Get in touch if there's something you think we should be working on, or a question you cannot find an answer to.

Alex Murray at alex@consciousadnetwork.org has more information about our forums involving platforms, vendors and media owners.

Case study: CAN forums

CAN forums are held regularly with platforms and media owners to discuss issues from children's rights & wellbeing to journalistic knowledge of climate change.

These have resulted in upgrades to policies involving monetisation of climate denial at [Google](#) and [tiktok](#).



In a Nutshell

Following the CAN guiding principles successfully requires us to:



Embrace conscious thinking by considering the ethical as well as the commercial when creating planning and executing campaigns, as well as when hiring teams, vendors and partners.



Ask more questions, and evidence of how team members, partners and vendors execute the CAN principles, especially those which involve emergent technology, algorithms and AI.



Engage across teams, and across partner organisations, then clearly **communicate expectations** in line with CAN asks in scopes of work, request for proposals and ways of working.



Drive transparency through our supply chains so that we make conscious, informed decisions about our advertising creation, placement, and team structure.



Set goals for yourselves, assess progress against those goals, and refine approaches accordingly.



Generate and share case studies which demonstrate commercial and ethical success, to demonstrate leadership.



Assess all new vendors and emergent technologies, especially AI for potential harms & opportunities, using the CAN guides to help.



Celebrate wins regularly and reward any achievements, even small ones, along the journey.

The commercial and ethical rewards for doing so are huge. Greater transparency and accountability within our advertising reduces waste, increases effectiveness and paves the way for award winning innovation.

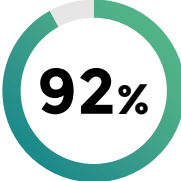
CAN in Action: The Business Case, Sustainability

Less waste, more transparency and effectiveness. No wonder CAN has grown to 190 members, spanning 84% of the UK's advertising spend

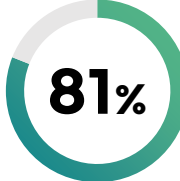


Championing sustainability impact drives performance

Focusing on quality, low-carbon inventory and placements doesn't just benefit the planet—it **supercharges performance.**



92% of consumers trust eco-friendly brands, and



81% prefer sustainable advertising approaches.



Biffa's environmentally-conscious campaign together with December19 and Plug Media Ltd achieved **attention metrics**

404% above industry benchmarks while reducing carbon emissions by **63%.**



The UK's Net Zero economy grew by **10%** in 2024, after growing **9%** in 2023.
CBI, 2025



An impressive **88% of consumers demonstrate** increased loyalty to businesses that advocate for social or environmental causes.



The Business Case: Inclusion

Inclusive advertising means more representative teams making work which reaches more people



Inclusion drives growth & effectiveness

Progressive advertising delivers powerful financial returns:

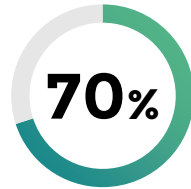
3.46% direct short-term sales uplift

16.26% greater long-term sales versus less progressive ads.

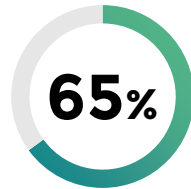


Brands with more inclusive advertising enjoy

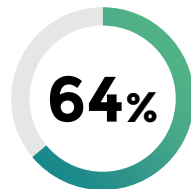
54% higher pricing power, increased customer loyalty, and greater consideration and trial.



70% of Gen Z consumers are more trusting of brands that represent diversity in ads.



65% of consumers say it's important that companies they buy from actively promote diversity and inclusion.



64% perform an action (including purchasing) after seeing an ad that embraces diversity.



69%

The Effie UK awards reveal that **69% of award winners** had DEI embedded in their campaigns, proving that inclusive marketing drives effectiveness.



There is a **39%** increased likelihood of outperformance for those teams in the top quartile of ethnic representation versus the bottom quartile.



The Business Case: Quality Media

Investing in information integrity drives results and mitigates risks



Quality media delivers results

Brands appearing on trusted news sites boost article engagement by

↑↑↑ **35%**

and increase ad attention by

20% ↑↑↑



73%

of consumers feel unfavourable toward brands associated with misinformation, and **65%** are unlikely to purchase from them.



The emissions generated by illegitimate sites are **52% higher** than those generated by reliable sites, making quality placements both effective and environmentally responsible.



Supporter Member Spotlight: ISBA & Responsible Marketing Advisory Launch The Ad Accessibility Network Hub

In January 2025 CAN supporter members ISBA and Responsible Marketing Advisory announced the launch of their new major resource - The Ad Accessibility Network Hub. The resource provides best practice examples, guidance and practical steps that advertisers and their agencies and production companies can take to make their advertising accessible.

Why

- Only 1 in 4 TV ads is subtitled.
- Less than 1 in 10 TV ads has audio description.

Even though

- 1 in 3 adults in the UK are deaf, have hearing loss or tinnitus. That's 18 million people.
- In the UK 2 million people are blind or partially sighted.

This means millions of people are being prevented from receiving communications about products, services and opportunities that they may be interested in.

Along with their new resource, the Network are calling on everyone within the industry to increase their efforts towards making all advertising accessible to all. Check them out: <https://adaccessibility.org/>

“

“When so many people have restricted hearing and sight and are used to content either broadcast or online being accessible, it's imperative that advertising is also delivered to them in a way they can understand. As an industry we should not be comfortable with the status quo and should view accessible advertising as a social and business necessity.

We are grateful for advertisers including P&G and Diageo who have been at the forefront of this initiative and have been a driving force behind industry change.”

Phil Smith, Director General, Incorporated Society of British Advertisers (ISBA)

This is a brilliant resource for all advertisers, no matter where they are on their accessible advertising journey. Well done to ISBA and Responsible Marketing Advisory for setting a perfect example of how advertising can work for everyone.

Full Member Spotlight: VCCP & December19

Forming cross functional teams and taking a global view of how CAN principles enhance core business help both long standing and new members to drive real business benefit from CAN membership.

“

“Through our creativity, relationships and our work VCCP is committed to create social cohesion, encourage kind and responsible action for ourselves and our planet and share our skills to deliver social good.

Shaping our ESG commitments comes from collaborating with CAN, whose Guides and initiatives help to create and shine a light on best practice within the communication industry.

Delivering on those commitments takes a team of change makers, from across the whole business. That’s why Our ESG Collective comprises business wide functions - Planners, Creative, People, Legal, Biz Development, Finance and procurement - who sit at the heart of securing the impact needed.”

Fiona Couper, CMO, VCCP

“

“As a B-Corp balancing people, planet and profit, CAN's principles slotted effortlessly into our planning approach. Our digital team embraced them immediately, transforming how we build inclusion lists and approach brand safety.

The secret stemmed from our culture. When your planners genuinely care about ethical media, implementing these standards isn't work - it's instinct. Our team now naturally considers sustainability impacts and actively champions diverse publications.

We've found this creates media plans that deliver both effectiveness and positive impact. For agencies looking to adopt the CAN Guides, start with your people. When your team believes in these principles, better planning follows naturally.

Media can be different. It can be transparent, meaningful, and strategic while still delivering clearly effective results.”

Sam Griffith, Head of Digital, December19



DECEMBER19.

Full Member Spotlight: December19, Biffa & Plug

Waste management giant Biffa faced a tough challenge: make people care about rubbish while keeping the campaign's carbon footprint small.

Through data-driven planning and sustainable media buying, December19 and Plug delivered their "What Iff?" campaign, based on the idea 'What if waste wasn't wasted?'

The campaign asked provocative questions about waste and answered them through clever media planning that reached decision-makers without wasting impressions or emissions.

"We built this campaign on a simple truth – that media planning done differently delivers better results for brands and the planet," says Sam Griffith, Head of Digital at December19. "The metrics speak volumes about what happens when you prioritise quality over quantity."



"The BIFFA 'What Iff' campaign showed us the power of shared values in driving impactful results. Focusing on sustainable media whilst trying to change the way people think about waste was the perfect approach to this campaign. The results clearly showed that sustainability and performance can succeed together."

Karen Walker, Head of Demand Generation, Biffa

How

To grab attention, the main format for the campaign was through the use of engaging video ads.

The video ad formats used meant they could load instantly to drive higher attention, enhanced performance, and reduced emissions. Creative was delivered via ST IAB formats which enabled reach and reduced cost.

Together, December19, Biffa and Plug coordinated with specialist partners such as SeenThis, Lumen, Scope3, and Peer39 to ensure a comprehensive and successful outcome. Campaign data was pulled into Plug's analytics suite to give a singular view of performance and emissions in one place.

The Results

By leading with data and using internal and external MFA blocklists, Biffa were able to clean the supply chain. This produced superior results from a sustainability, attention, and engagement perspective.

The incorporation of streaming creative delivery technology ensured the creative only rendered and played whilst in-view, therefore further reducing the CO2 impact of the campaign.

Campaign Results

CTR:
0.66%

Attention Per Mille (APM):
+404%
against industry benchmark

Dwell Time:
+176%
against industry benchmark

Average video view time:
11.5 seconds

View Rate:
+101%
against industry benchmark

Carbon reduction:
-63%
against benchmark

Full Member Spotlight: Mobsta & PMG

“

“A core Mobsta value is TRUST. It's on our office walls for all our people to be reminded of daily. Having the 7 CAN Guides front and centre helps us to ensure we align our aspirations with actions and practical solutions which drive that trust for our partners and clients.

As a reliable ad-tech media partner we centre privacy, value and sustainable media, quality, and brand safety to ensure investment is safe and performance is impactful.

We're grateful that CAN works so hard to amplify the Guides and recognises that they're vital for the sustainability of our industry. We will continue referring to them and keeping our eyes peeled for future developments.”

David Graham, COO, Mobsta Ltd

“

“As a people-first company, we've always been conscious of the impact that advertising has on society which is why we'd had a conscious advertising team for a couple of years before we joined CAN late last year.

While we have our own internal policies around conscious advertising, joining CAN has enabled us to approach it in a much more structured way.

Since joining, we've made considerable progress, such as developing a specific misinformation policy and reevaluating our approach to reviewing blocklists.

Building on our existing global initiatives, we aim to further enhance and align best practices across all our markets, amplifying our positive impact. In our first full year as a member of CAN, we're positively contributing to the organisation and becoming leaders in the space of conscious advertising.”

Leo Blanchard, Senior Marketing Technology Developer, PMG

Glossary



Accessibility

Ensuring that all people—regardless of ability—can interact with the information or services you provide.

ESG

Environmental, social, and governance (ESG) is shorthand for an investing principle that prioritises environmental issues, social issues, and corporate governance. Investing with ESG considerations is sometimes referred to as responsible investing or, in more proactive cases, impact investing.

Greenwash

Misleading or deceptive publicity disseminated by an organisation so as to present an environmentally responsible public image.

Information integrity

The accuracy, consistency, and reliability of the information content, processes and systems to maintain a healthy information ecosystem.

Pinkwash

Also known as rainbow-washing, is the strategy of deploying messages that are superficially sympathetic towards the LGBTQ community for ends having little or nothing to do with LGBTQ equality or inclusion, including LGBTQ marketing.

Purposewash

Where a company communicates a CSR/sustainability commitment without taking any action to reflect it, or where brands overrepresent what they're doing in the realms of CSR/sustainability via communications.

Sustainability

Meeting the needs of the present without compromising the ability of future generations to meet their needs. In business, this often means aligning management of people, profit and planet with brand values and external markers such as the UN's Sustainable Development Goals.

Transparency

Clear, honest, and open communication of information about an ad's content, funding, targeting, and impact.

Ensuring brands understand & can evaluate exactly which players in the media ecosystem receive money from them.

Log level data about where an ad has been placed, and transparency about any incentives that govern media spend.

Thank You

A huge thank you to everyone who has played a part in shaping the CAN Guiding Principles and the updated Guides, including:

Traci Dunne, Founder, Transform-Renew-Sustain

Jerry Daykin, Head of International Media at RBI and WFA Inclusion Ambassador

Chris Kenna, Chief Executive Officer, Generation Black TV

Fiona Couper, Chief Marketing Officer, VCCP

Dave Barnett, Co-founder, December19

Juliana Proskourina-Barnett, Head of Communications and Creative Services Mobsta

Leo Blanchard, Senior Marketing Technology Developer, PMG

Michelle Yeadon, Responsible Marketing Strategy Consultant, RMA

Vanessa Vidad, CRM & Systems Manager/Inclusion Co-lead, ISBA

Dr Karen Middleton, University of Portsmouth

Everyone at **Propeller PR**

If you've reached this point, you already have the knowledge to ensure advertising works for everyone.



To sign up for your free of charge CAN membership, and get started on, or to continue on this process, please contact **Nafissa Norris** on nafissa@consciousadnetwork.org