



Conscious Advertising Network (CAN) Annual Report 2025

Effective advertising that works for everyone:
Our progress, impact, and the path forward.

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Hear from Our Co-Founders

This year felt like a turning point

Political pressure, platform changes, and the overwhelming spread of AI are restructuring the advertising system faster than most businesses can keep up with.

2026 has already been punctuated by a series of AI-related scandals, from chatbots exposing children to harm, to the creation of obscene synthetic images, to growing disputes over data, ownership and consent.

At the same time, the open web is essentially being defunded. Quality journalism is struggling, harmful content is being rewarded, and trust is becoming harder to earn.

Your voice at the table

Alongside those headwinds, something else became clear in 2025: there is real appetite for change. Over the past year, CAN was invited into the rooms where those realities were being discussed seriously. We brought advertising expertise into UN forums, government discussions, and global events looking at information integrity, climate action, child safety, and human rights.

We saw information integrity written into the COP 30 Mutirão Decision and advertising being a key part of the 'Declaration on Information Integrity on Climate Change.' Building on those efforts, we've updated our Guiding Principles, and will now be working with the United Nations on a roadmap for the industry.

From intent to action

This year, CAN focused on helping the industry move from principles to practice. We launched CAN's Guiding Principles alongside six updated Guides, shaped by our members and built for day-to-day use. These tools are already helping organisations rethink briefs, media choices, supply chains and internal decision-making.

Growing together

Our membership continued to grow this year, bringing in agencies, brands, publishers, educators and civil society organisations who see responsible advertising as part of how good business operates. Many are using CAN's tools to support internal change, improve transparency and make better decisions that hold up commercially.

Thank you for your support

Everything CAN produces is free. That's a choice we've made to keep this work accessible to the whole industry. It also means we rely on the support of our members and partners to continue. If CAN has helped your organisation think differently or work differently, we ask you to support us if you can. Email hello@consciousadnetwork.org to get involved in our policy and platform activities or [make a donation](#) to support our work.

Thank you for being part of this community, and for helping move the industry in a better direction.





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

About CAN



The Conscious Advertising Network is a network of over 200 members challenging outdated norms and taking bold steps to ensure advertising works for everyone. Advertising should inspire, innovate, and drive real results - but not at the expense of our rights and freedoms. By tackling waste and fraud, safeguarding society, and championing supply chain transparency, we unlock new opportunities for growth and innovation.

 [Donate now to support our mission](#) 

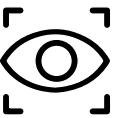
Our Mission

Building an effective industry that supports information integrity and sustainability via investment in representation, quality journalism and content, diversity of media, and scientific consensus.



Our Vision


Effective advertising that works for everyone.



CAN's Guiding Principles

CAN's Guiding Principles set out a clear approach to responsible, effective advertising. They centre on transparency and accountability across advertising systems, and encourage a culture of **Conscious Questions** – helping brands and agencies make deliberate choices about where and how they advertise.

Our aim is for brands to use CAN's six Guides within briefs and RFPs, helping embed these Principles into everyday practice and support an advertising environment that works better for everyone.

 [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.

Our impact: 2025 big wins & Success Stories

This year's Big Wins reflect where CAN's work travelled. From advising the UN on information integrity to contributing at the G20 on climate misinformation, these moments show advertising expertise being taken seriously at a global level.



January

ZBD Joins CAN

ZBD

ZBD joined CAN as a Supporter Member, bringing global expertise in representing disabled, gender-diverse and underrepresented talent, and supporting brands to deliver authentic, accessible campaigns with partners including Gucci, Disney, Vogue and HBO.

February

Do Epic Good and JACK RYAN Join CAN



Do Epic Good, a purpose-led education and training organisation, and JACK RYAN, an independent B Corp-certified media agency, both joined CAN, bringing experience in impact-led learning and transparent media planning to the network.

Outvertising Advocacy Playbook Launch

In partnership with Outvertising, CAN helped launch the Advocacy Playbook, a guide for advertisers and agencies looking to embed LGBTQIA+ inclusion across workplaces, media buying and campaigns during a period of growing hostility and risk.



CAN Member Workshop with Traci Dunne at the7stars

Hosted by the7stars, CAN members joined Traci Dunne (Transform-Renew-Sustain) for an in-person workshop on putting ESG into practice, from marketing operations and incentives to steps for making commitments stick and pay back commercially.



CAN at SMRS "All In" Day: Influencer Marketing

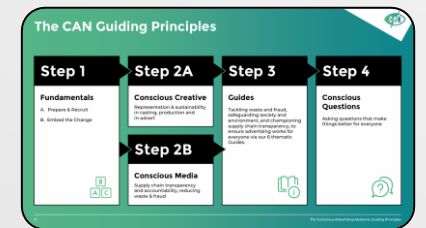
At SMRS's "All In" Day, Eline and Dr Alexandros Antoniou (Essex Law School) ran two sessions on CAN's Guiding Principles and the risks in influencer marketing, concentrating on agency responsibility, consumer wellbeing and the gaps in regulation and enforcement.



March

CAN Guiding Principles and Six Guides Launched

CAN launched its Guiding Principles alongside six updated Guides, shaped by member feedback to offer clear, easy-to-action steps for embedding responsible, transparent advertising while supporting commercial performance across creative, media and supply chain decisions.



April

Lucky Generals and 350.org Join CAN



Lucky Generals, a UK creative advertising agency, and 350.org, an international climate organisation working on public climate campaigns, joined CAN, contributing insights from their commercial campaign delivery, information integrity and climate advocacy work.

CAN at AOP on Climate Information Integrity

Jake joined the Association of Online Publishers (AOP) x IPSO to speak on climate information integrity, making the case for cleaner incentives in the media system and clearer responsibility across the advertising supply chain.



CAN at Gen B Future Leaders with Mobsta

As part of B Corp Month, Marsha joined Mobsta's Gen B Future Leaders panel to talk straight about what keeps young talent in adland: fair pay, transparency, sustainability, and an industry culture built on real change instead of surface perks.



CAN at the Climate Information Integrity Summit in Brazil

CAN co-organised the Climate Information Integrity Summit in Brazil alongside FALA and CAAD, bringing together government officials, academics, campaigners, lawyers and journalists ahead of COP30 in Belém. Jake and Harriet spoke on digital platform policy, advertising accountability, and how ad-funded systems drive climate misinformation.



Dr Karen Middleton Gives Evidence to UK Parliamentary Inquiry

Bournemouth University's Dr Karen Middleton, a CAN Volunteer Advisor, gave evidence to the UK Parliament's Science, Innovation and Technology Committee on social media, misinformation and harmful algorithms, informing the committee's published report and recommendations.

May

CAN Fireside Chat at VCCP with Dilip Shukla

Over breakfast at VCCP, CAN hosted a fireside chat with Dilip Shukla (Reset Digital) and Tom Wigley (VCCP Media), moderated by Marsha, on identity, emotion, attention and why today's KPIs miss what inclusion actually feels like.



CAN at AOP CRUNCH

At AOP CRUNCH, Nafissa spoke on “Investing in the future”, sharing how wider perspectives lead to stronger narratives and engaged audiences, and how publishers and brands can use CAN’s Guiding Principles to reach minority audiences without clichés.



CAN at CPDP.ai 2025: The EU’s Next Move on Online Advertising



At CPDP.ai 2025 in Belgium, Harriet joined “The EU’s Next Move on Online Advertising” to discuss pay-or-consent models, ad risks amplified by AI and what the DMA and DSA still leave unresolved on transparency and accountability.

June

CAN at Cannes Lions

At Cannes Lions 2025, CAN joined the official programme for the first time, speaking across panels, roundtables and closed sessions on climate misinformation, inclusion, accessibility and advertising accountability alongside industry leaders and global institutions. Check out our wrap-up blog [HERE](#).



June

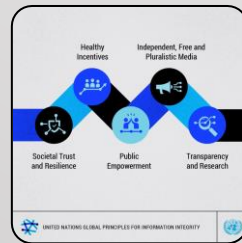
CAN with UN, UNESCO and Brazil at Cannes: Climate Information Integrity Before COP30

On Cannes Lions' Forum Stage, Jake joined the UN, UNESCO and the Brazilian Government for "Climate Information Integrity before COP30", unpacking the Global Initiative launched at the G20 and what advertisers and platforms must do to align with UN principles.



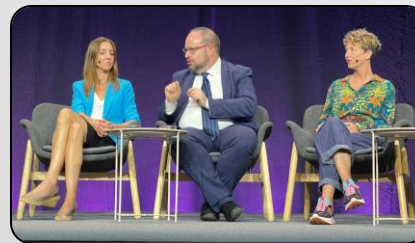
CAN at the UNFCCC Bonn Intersessional

Alongside Chairs of the Global Initiative, including the UN, UNESCO and the Brazilian Government, CAN presented at the COP30 Presidency Special Event on Information Integrity.



CAN at IGF 2025: Strengthening Climate Information Integrity

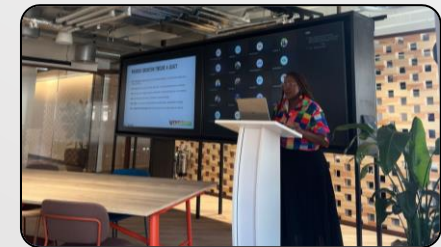
At IGF 2025 in Oslo, Harriet joined a high-level panel with the UN, Brazil's Ministry of Foreign Affairs, UNESCO and IPIE, laying out how ad-funded systems can undermine climate information and which measures actually help.



July

CAN at MEFA Windrush Day Event

Marsha spoke at Talon's Shaftesbury Avenue offices for MEFA's Windrush Day, delivering "Windrush: Our Roots, Our Stories" and bringing history to life through community, culture and second-generation icons.



CAN at UAL: Media-Marketing Integration Conference

At UAL’s Media-Marketing Integration Conference, Alex spoke on “The Media-Marketing Ecology: Problems and Remedies” alongside academics and industry leaders, exploring blurred boundaries between media and advertising and the pressures coming from AI, AdTech and regulation.

ual:
Media-Marketing Integration conference

UWE Bristol Joins CAN



UWE Bristol became CAN’s first UK university member, working with SMRS to meet the network’s standards for ethical marketing and signalling a growing commitment to responsible advertising practice across higher education.

CAN, TfL, and VCCP at MAD//fest

At MAD//Fest, Nafissa joined TfL and VCCP for “Effective Advertising That Works for Everyone”, sharing CAN’s Guiding Principles the thinking behind TfL’s “Abuse Has Consequences” campaign and guidance brands can use immediately.



Disability Pride Month Roundtables

CAN co-hosted Disability Pride Month roundtables with Misfit Media and With Not For, creating an off-the-record space for senior leaders and advocates to talk honestly about the barriers to disability representation and commit to making at least one inclusive ad.



September

Purple Goat Joins CAN purple goat

Purple Goat joined CAN as a disability-first marketing agency, bringing lived experience into creative and media work and helping brands improve accessibility, challenge misconceptions and communicate more honestly with disabled audiences.

CAN x UN: Business Case for Information Integrity

At the UN Responsible Business and Human Rights Forum (Asia Pacific) in Bangkok, Jake and Alex co-hosted a CAN x UN panel on making the business case for information integrity, unpacking the attention economy and human rights impacts.



October

CAN at Ebiquity ERA26: The Future of Effective and Responsible Advertising

At Ebiquity's ERA26, Harriet spoke on AI and information integrity, linking "no-click" search, monetised harmful content and declining support for quality journalism to business risk, and setting out board-level steps advertisers can take.



CAN x United Nations: Information Integrity

CAN joined the Advisory Group for the Global Initiative for Information Integrity on Climate Change, working alongside the United Nations, UNESCO, and the Brazilian Government to help bring advertiser responsibility into the COP30 Action Agenda.



CAN at Creative4Change Launch in Strasbourg

In Strasbourg, Marsha spoke at the launch of Creative4Change, an EACA and 5Rights initiative supported by CAN and ACT Responsible, inviting young creatives to push for enforcement of laws protecting minors online, alongside an EACA practitioner guide.



November

December

December19 x IAB Series

Following December19's IAB Gold Standard certification, CAN partnered on a joint series linking certification to CAN's Guiding Principles, covering ad fraud, wasted impressions and brand safety, and showing how clear standards and ethics work together in practice.



CAN at COP30: Real Climate Action Through Accountability and Information Integrity

At COP30, Alex hosted a UN Climate Action Agenda panel on "Real Climate Action Through Accountability and Information Integrity", bringing together the World Benchmarking Alliance, C40 Cities, ACT Climate Labs and the Global Wind Energy Council.



CAN at COP30: PAS Workshop and Media and Advertising for Climate Action

At COP30, CAN advised the Global Initiative on Information Integrity on Climate Change, contributing to the Declaration on Information Integrity on Climate Change, where advertising was recognised as a key lever. This work informed the Mutirão Decision and the Plan to Accelerate Solutions.



COP30 Reportback Webinar: A New Direction for the Ad Industry

After COP30, CAN hosted a reportback webinar with Jake and Harriet, alongside other organisations revolutionising advertising and climate, to share what changed in Brazil, what it means for claims, briefs and regulation, and how to respond with credibility.



Turning Principles into Performance

CAN's Guiding Principles are designed not only to protect information integrity and brand safety, but to deliver measurable business results.

Research shows that campaigns with full supply-chain transparency achieve **12-18% higher conversion rates**, while stronger verification can reduce **ad-fraud losses by up to 30%**.

At the same time, ads placed next to polarising or harmful content receive **25% less attention** and generate significantly more negative perceptions of the brand.



By tackling waste and fraud, safeguarding society and environment, and championing supply chain transparency, we unlock new opportunities for growth while ensuring advertising truly works for everyone.

These insights reinforce a core fact: **conscious advertising strengthens effectiveness, trust and ROI.**

We're always looking for concrete case studies from our members that demonstrate how applying the Guiding Principles is good for business. If you've got one to shout about, or simply want some advice, get in touch!



The member spotlights that follow highlight organisations already putting these principles into action.



Member Spotlights

Top 2025 Members Putting CAN's Guiding Principles into Practice.

This list is in no particular order. It's a snapshot of Top 2025 members who, in 2025, really engaged with CAN's work and showed what it looks like to put responsibility into practice.

Across very different organisations, they demonstrated commitment to commercial impact, shared evidence that responsible choices deliver results, and leaned into collaboration as a way to build an industry where advertising works for everyone. Many actively used CAN's Guiding Principles (particularly Conscious Questions) to challenge assumptions, improve decisions and change how work gets done day to day.



VCCP

From pioneering AI for social good with [O2's 'Daisy'](#) to launching The Challenger Academy (contributing £5.6m to Stoke's local economy), VCCP consistently turns conscious creativity into action. Whether sharing open-source accessibility guides, hosting a CAN member event with Dilip Shukla, collaborating with us and TfL at MAD//Fest, or helping cut TfL's creative production emissions by 60% ([five years ahead of decarbonisation targets](#)) they consistently make space for the frank, [evidence-based conversations](#) the industry needs to move forward.

DECEMBER19.

December19 worked on [case studies](#) to demonstrate impact of CAN's Guiding Principles, championed B Corp Month and [co-created an IAB content series](#) - consistently bringing a clear-eyed perspective on agency life, culture and responsibility. These principles were put into practice through their ["Summer Recycle Your Electricals" campaign](#), where 'tackling waste' and 'safeguarding environment' informed activity engaging festival-goers to recycle vapes, portable chargers and fans. The campaign reached 440,000 people and drove an 11% uplift in recycling among 18 to 34 yr olds, equating to around 1.5 million more young adults across the UK.



Member Spotlights (2/4)

ebiquity

Ebiquity empowers brands to grow through Effective and Responsible Advertising. It spotlighted CAN at its flagship ERA26 event in October, and regularly contributes careful analysis and scrutiny to further industry progress on discussions about marketing effectiveness, accountability, and responsible media.

impress

Impress, the largest network of independent publishers in the UK, collaborated with CAN on editorial content and events, offering an independent publisher perspective on media quality, advertising pressures, and what sustainable journalism needs from the advertising system. More than 80% of Impress members, did not have any complaints about unethical practises made against them, ensuring their readership of 20m were beneficiaries of the highest standards of ethical journalism.

MOBSTA

Mobsta is a leading ad tech media partner helping brands reach people in the moments that matter. Guided by CAN's principles and their own sustainability frameworks, Mobsta validate that responsible advertising can drive real results. For Heineken's Inch campaign, Mobsta delivered 26% lower carbon output, 136% above category performance, and a 7% ROI uplift. The work earned two Digiday Media Awards, a Drum Awards nomination, a Campaign Tech Awards shortlist, and a finalist place at the Campaign Ad Net Zero Awards, demonstrating that stronger principles and stronger business outcomes can go hand in hand.

CREATIVE EQUALS

Creative Equals delivered Return on Inclusion case studies and tools linking representation directly to business outcomes, helping brands understand how inclusion drives performance, reach and long-term growth. Analysis of 2024 Effie UK campaigns showed 58% of winners had inclusion at their core, with higher inclusion scores correlating to stronger commercial results. The work highlights that embedding inclusion across strategy, targeting and creative is not just ethical, but a proven driver of marketing effectiveness.



the7stars hosted a CAN member workshop on "Operationalising Your ESG Commitments" with Traci Dunne, contributed to CAN's Disability Month roundtable, and the agency's Insight Team published the Misdefined Majority report sharing detailed insight into accessibility, representation, and shaping meaningful audience targeting. This demonstrates how the7stars' own transparent agency ethos and core values not only align with CAN's guiding principles, but also continue to support the wider ambition to make advertising a positive force for society and the environment.

giffgaff

giffgaff and MG OMD worked closely with CAN on their Responsible Marketing Manifesto 2.0 and the Up To Good Fund as part of Media in Service of Nature, reaching a landmark £250k invested into nature (as of March 2026). Their progress, shared via a CAN member Q&A, highlights how consciously questioning everyday marketing decisions can drive stronger commercial and societal outcomes, by demonstrating the impact of more responsible media in practice.



Member Spotlights (3/4)



Virgin Media O2 actively advanced ad fraud reduction and increased investment in [women's sport](#), as one of the UK's largest telecommunication brands. Exemplified by the multi award-winning [Daisy AI Granny campaign](#), which reached over 2 billion earned impressions and 1,800+ global mentions, delivering an Advertising Value Equivalent (AVE) of £36m from a £20k media spend. Satisfaction with O2's fraud efforts rose 10 percentage points, while over 1,000 scam attempts were disrupted... equating to an estimated £3m in potential fraud prevented annually.



Lucky Generals continue to take an active role in information integrity by advancing creative accountability in [global climate debates](#). This included action at the UN General Assembly with ACT Climate Lab to decarbonise the advertising industry, an open letter to the UK government calling for a tobacco-style ban on fossil-fuel advertising, and a clear stance against atrocity washing as part of the Ethical Agency Alliance.



[PMG](#) shared a Green Marketplaces case study for a global EV automotive brand, demonstrating how media investment choices can align environmental goals with performance outcomes. The campaign delivered a 76% VCR (Video Completion Rate) and 0.39% CTR (Click-Through Rate), while reducing CO₂ emissions by 70% versus the weighted industry average across markets, highlighting how more sustainable media strategies can drive both efficiency and effectiveness at scale.



[ZBD](#) represents thousands of people with disabilities, visible differences, and diverse gender identities, helping productions cast inclusive talent. By consulting with brands and agencies, ZBD champions both ethical and commercial inclusion. With their support, the proportion of people with disabilities featured in advertising has risen from 0.06% in 2018 to 4%, [turning intention into action](#).



[Ogury](#) partnered with CAN at Cannes Lions and invested in internal learning through a Q&A with Harriet, helping teams better understand how privacy, accountability, and advertising systems directly impact audiences and outcomes. This work encouraged a more conscious, persona-led approach to advertising, showing that responsible choices can also drive meaningful commercial results at scale.



[SMRS](#) supported CAN through member referrals with UWE Bristol as CAN's first Higher Education member, research collaboration and work connected to the Molly Rose Foundation, contributing thoughtful insight to conversations about online harm, evidence, and children's wellbeing.



Member Spotlights (4/4)



UKSAFC collaborated with CAN on [Ad Fraud explainer content](#) and supported KYC and AWC initiatives, helping connect responsible advertising with sport, sponsorship, and the audiences those partnerships reach.



Responsible Marketing Advisory provide full marketing support and guidance to the [Ad Accessibility Network](#). The network is managed by ISBA in the UK and UDM in France under the auspices of the World Federation of Advertisers.

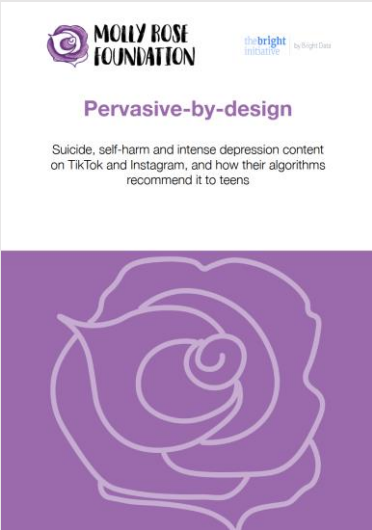


[The Digital Voice™](#) has made it their mission to cut through the noise and open up adtech's often fragmented conversations. From its free knowledge hub, "[Adtech Juice](#)" (reaching 2k users within 3 months) alongside nearly 50 podcast episodes and an annual events calendar supporting over 12k industry professionals, they're making the industry easier to access, understand and enjoy. They've also strengthened CAN's presence on the Croisette at Cannes, championing CAN's Guiding Principles at fringe events. Founder and CEO Julia Linehan co-founded *Women in Cannes*, now a thriving community of 1k+ members. That's how they do things: driving industry access and real engagement to build meaningful networks, deliver lasting business impact and make sure no one's left on the sidelines.



B Corp creative and media agency, [Media Bounty](#), consistently turns ethics into action: from upskilling the industry to creating campaigns that improve information integrity in the wild. Their market-leading commitment to transparency and decarbonisation has led to [three consecutive Ad Net Zero Gold Awards](#). As well as working with brands, through their ACT Climate Labs project they've launched [a blueprint to phase out fossil fuel advertising](#) at COP30, conducted global research to understand and counter misinformation and run award-winning, dial-moving campaigns for brands, charities and climate orgs.





Research & Insights Spotlight

Molly Rose Foundation's “Pervasive-by-Design” Report

Key findings:

1 in 10 pieces of self-harm and suicide content was still monetised

1 in 10 harmful TikTok posts exceeded 1 million likes

Harmful TikTok posts recommended to teens averaged 226k+ likes

Suicide and self-harm content was 3–8x more likely to appear via algorithmic recommendation than through hashtag search

Teen users could positively reinforce harmful content, leading to similar material being recommended for up to 30 days

Adverts from well-known brands appeared alongside harmful content

In 2025, the Molly Rose Foundation released Pervasive-by-Design, a major research report which found that 1 in 10 pieces of self-harm and suicide content was still monetised across TikTok and Instagram Reels, eight years after Molly's death.

Using accounts created as 15-year-old girls, the Foundation analysed more than 1,600 posts to assess how easily teenagers are exposed to suicide, self-harm, and intense depression content – and how platform design choices shape that experience.

Nearly eight years after the death of Molly Russell, the findings show little has changed. Harmful content was quickly and repeatedly recommended to teenage accounts, often at scale, alongside advertising from well-known brands.

“

“This report exposes the shocking harmful content young people are exposed to on social media platforms, and highlights the role of advertising in incentivising its distribution. Platforms are profiting off this content, and advertisers are often unknowingly helping to fund it. The need for transparency could not be clearer: advertisers need to take control of their media supply chains. Advertisers cannot shy away from the role they play in ensuring young people remain safe online.”

Harriet Kingaby,
Co-Founder of CAN



Research & Insights Spotlight

The Outvertising Advocacy Playbook

CAN partnered with Outvertising to develop The Advocacy Playbook, a guide to help advertisers and agencies take a more considered, effective and responsible approach to LGBTQIA+ inclusion across their organisations and advertising work.

The Playbook was developed with input from leaders across the advertising supply chain. It reflects the growing gap between public commitments to inclusion and the reality of how advertising money, media placement and internal decisions often play out in practice.

“We need to take explicit action now to ensure LGBTQIA+ inclusion isn’t just a buzzword but a systemic part of how we work within the UK advertising industry. The Advocacy Playbook is central to our commitment to building hate-free advertising supply chains by providing advertisers and agencies with clear, actionable steps to make the change we’ve been advocating for.”

Cassius Naylor, Co-Director of Advocacy (at time of project), Outvertising

Context

The current landscape for LGBTQIA+ people in the UK and the role advertising spend can play in sustaining harm.



Inside Organisations

Allyship, inclusive policies and how LGBTQIA+ colleagues are supported and involved in decision-making.



Workplace Culture

Training, internal education and structures that give employees a meaningful voice.



Advertising Practice

How LGBTQIA+ inclusion can be considered across campaigns, from briefing and research to delivery.



Media & Supply Chains

Where advertising money goes and the responsibility advertisers have for media placement decisions.



Speaking Up

How organisations can share progress, confront challenges and support wider change across the industry.



Research & Insights Spotlight

Extreme Weather & Information Integrity Research

Extreme Weather was a key research focus for CAN in 2025, with particular attention on how information integrity is being undermined during moments of crisis.

Working with partners in Spain and Brazil, CAN tracked false and misleading content circulating during extreme weather events, alongside the role monetisation plays in amplifying it. The work underlined how easily false and misleading information can spread at scale when accurate information is most needed, and the impact on people and costs this creates.

This also has a direct business impact: disinformation and fixing climate change remain two of the top business risks cited by the World Economic Forum*. It is in the advertising industry's favour to tackle these issues.



CAN Member Briefings

Throughout the year, CAN shared a series of briefings with members on emerging issues shaping advertising and media.

These included updates on COP30, new research into children's wellbeing online and developments linked to the United Nations. The briefings were designed to give members timely context, clear takeaways and space to consider how these issues affect their own organisations.

They clearly lay out the business case for advertiser action, as these are not just ethical but also commercial cases to act on.



Advocacy Spotlights

CAN's advocacy work in 2025 centred on bringing advertising expertise directly into policy, regulation and public decision-making. Throughout the year, CAN contributed to conversations on climate information integrity, online safety, and children's rights, ensuring advertising was part of the solution and not sidelined from it.

CAN Guiding Principles and Guides

CAN launched its [Guiding Principles](#) alongside six updated Guides, giving advertisers and agencies clear, practical ways to respond to industry change across creative, media and supply chains.

UK Government Social Cohesion Taskforce

Dr Karen Middleton also took part in a UK Government roundtable at No. 10 Downing Street, bringing advertising and platform insights into discussions on social cohesion and online harms.

European Council Conclusions on COP30

CAN's work contributed to the acknowledgement of climate disinformation in European Council conclusions ahead of COP30, marking an important moment for recognising advertising's role in climate information systems.

Molly Rose Foundation Parliamentary Roundtable

CAN joined a cross-party roundtable hosted by the Molly Rose Foundation and co-chaired by MPs Sorcha Eastwood and Emily Darlington, examining how the Online Safety Act could better protect children online.

UK Parliamentary Select Committee Evidence

Dr Karen Middleton, a Senior Lecturer in Marketing at the University of Portsmouth, gave oral evidence to the Science, Innovation and Technology Committee on social media, misinformation and harmful algorithms, outlining how programmatic advertising can fund harm without clear accountability.

Media Leader Podcast with Molly Rose Foundation

CAN co-chair Harriet Kingaby joined Molly Rose Foundation CEO Andy Burrows to discuss research on social platforms' child safety failures and the role advertising incentives play in sustaining them.

UN Spotlights

CAN's work with the United Nations expanded significantly in 2025 through a series of joint speaking engagements, policy forums and summits addressing advertising's role in information integrity, human rights and climate action. Throughout the year, CAN contributed advertising expertise at key global moments, including:

OHCHR Roundtable on Advertising and Human Rights

CAN co-hosted a UN Human Rights roundtable in Bangkok on information integrity and business responsibility, exploring how advertising-funded systems affect vulnerable groups across Asia-Pacific.

United Nations General Assembly (New York)

CAN took part in a UN Human Rights session linking information integrity, AI and digital advertising to sustainable development and corporate responsibility.

Climate Information Integrity Summit (Brazil)

CAN spoke alongside UN advisers and policymakers on advertising's role in the climate information ecosystem ahead of COP30.

Cannes Lions Forum Stage

CAN joined the UN, UNESCO and the Government of Brazil to present "Climate Information Integrity before COP30" on the official Cannes Lions programme.

Internet Governance Forum (Oslo)

CAN contributed to a UN- and UNESCO-led panel on strengthening climate information integrity across media, advertising and public communication systems.

COP30 Engagements

CAN engaged in conversations across UN Climate Action Agenda sessions and workshops after information integrity appeared on the COP agenda for the first time.

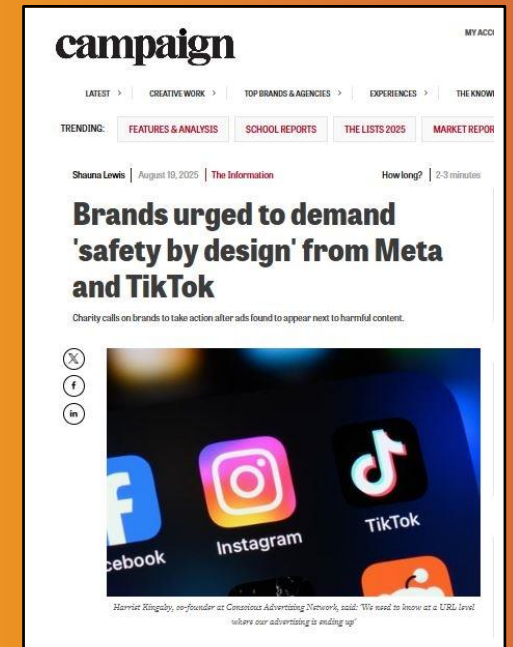
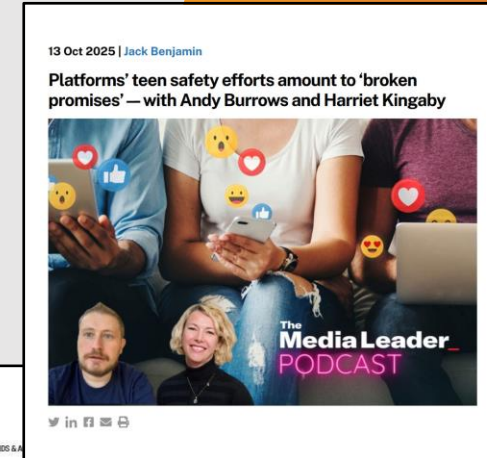
Spotlight On: Propeller Group, Our Pro Bono PR Partner

In the summer of 2023, we partnered with PR agency Propeller Group - the leading PR agency in the B2B media and advertising space. Propeller works with us pro bono as part of its commitment to help improve the advertising landscape in which it operates.



Our work together in 2025

Propeller's team played a key role in securing meetings for our co-founders with Campaign's editorial staff, as well as securing and writing various media opportunities, which amplified our message and helped us rally for progress across the industry. Key work included leading PR outreach for the Outvertising Advocacy Playbook, which ran exclusively in Campaign, as well as promoting our crucial work with the Molly Rose Foundation via Campaign and podcasts and bylines in The Media Leader.



CAN in the media

This year, CAN shared research, explainers and commentary on issues advertisers are dealing with day to day, from climate information integrity and greenwashing to AI, brand safety, inclusion and children's online safety.

More than 40 articles featuring CAN's work appeared across leading industry, national and policy outlets, helping keep these topics front and centre in industry discussions. We also reached 5,000 followers on LinkedIn, a significant milestone that reflects growing engagement with CAN's work and a clear appetite for more responsible advertising.

campaign

MARKETING / BEAT

The
Media Leader_

InPublishing

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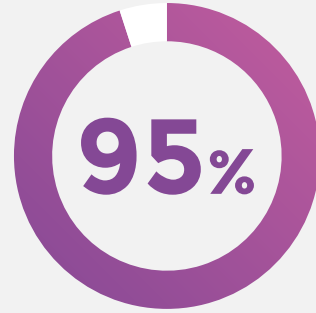
Click to read our featured articles in top publications

2024/25 Member Survey Highlights

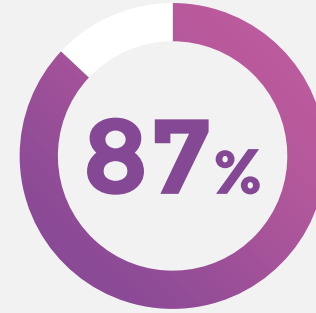
Each year, CAN asks members to share honest feedback on what's working, what's missing, and where support is most needed.

This year's responses gave us a clear picture of where CAN is delivering value, and where members want us to go next. These insights are already shaping our priorities for the year ahead.

Overall Feedback




95% of members are satisfied or very satisfied with their CAN membership




87% would recommend us to others in their network

Most Valued Resources

01 Sustainability guide 

02 Inclusion guide 

03 Information Integrity & Hate guide 

THANK YOU

Thank you to every member who took the time to share their feedback.

Your insight continues to guide CAN's direction and strengthen our collective ability to build an effective advertising industry that works for everyone.

What Members Want Next



Stronger policy advocacy around Informed Consent and Children's Rights & Wellbeing



More member case studies



More practical tools

Top Implementation Challenges

- Limited capacity and resources
- Difficulty applying the Guides across all teams and agencies
- Occasional resistance from senior leadership



Your participation in our Q2 2026 survey is crucial

The upcoming Annual Member Survey in Q2 2026 is key to shaping CAN's future. Your feedback will directly inform our initiatives for responsible advertising.

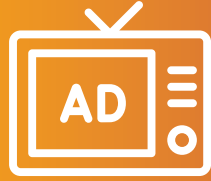
Participation is vital not only for strategic direction but also for maintaining membership status, ensuring every voice guides our ethical advertising journey.

What's to come in 2026



Working with the UN on AI and information integrity

Our work with the United Nations will continue in 2026, looking closely at how AI is being used across advertising and media: what's working, what isn't, and where clearer rules and expectations are needed.



A closer look at transparency in the media

We'll be publishing a set of case studies, which show the business benefits of a transparent advertising supply chain. These will explore how effective advertising supply chains work in practice, setting out where visibility has improved, where it still falls apart, and what advertisers and agencies can realistically change.



Developing an international charter

CAN have been tasked by the COP30 Action Agenda to lead work on a Charter of Principles for Accountable Climate Advertising in 2026, bringing partners from different markets together to agree on shared expectations for responsible advertising. The aim is a document that enhances climate information integrity, transparency and accountability across the advertising supply chain.



Championing a transparent supply chain

CAN will continue our work with organisations like the Molly Rose Foundation to champion the need for a more transparent advertising supply chain to address online harms. We will do this through policy interventions and engagement with the industry and civil society.



Meet CAN's team

Behind every "Big Win" at the Conscious Advertising Network is a dedicated team of leaders, advocates and changemakers.

With diverse backgrounds and a united purpose, our team drives the mission of effective advertising forward.



Jake Dubbins
Founder

 [Connect with Jake](#)



Harriet Kingaby
Founder

 [Connect with Harriet](#)



Marsha Jackson
Project Director

 [Connect with Marsha](#)



Alex Murray
Head of
Advocacy

 [Connect with Alex](#)



Nafissa Norris
Head of
Membership &
Engagement

 [Connect with Nafissa](#)



**Eline Yara
Jeanné**
Senior Research
and Insights
Manager

 [Connect with Eline](#)



Blessing Lobho
Membership &
Engagement
Officer

 [Connect with Blessing](#)



Ollie Swain
Research &
Insights Officer

 [Connect with Ollie](#)

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hello@consciousadnetwork.org



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