

Standardising Media Sustainability

NEM Summit 2023



ARE YOU TOO BUSY TO INNOVATE?



@Rensvandenbergh

Al Capone was known for setting up soup kitchens during the Great Depression, providing milk for school children, and sending thousands of dollars worth of flowers to rival gang member's funerals (and for being a violent, ruthless killer).



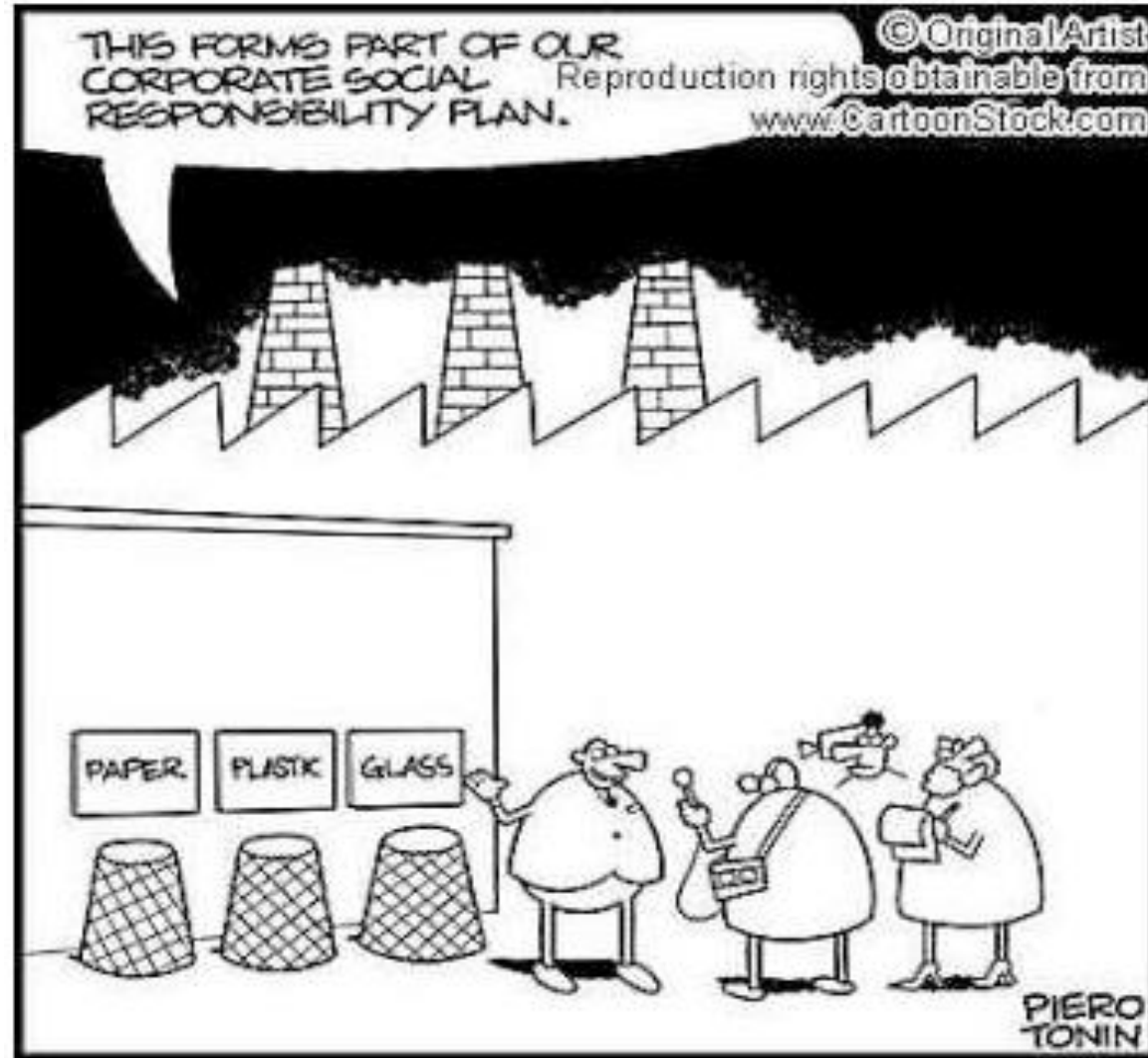
Greenwashing versus CSR



Stakeholder

Active Relationships





ISO 26000 International Standard on Social Responsibility



Thank you!

