



# Conscious Advertising Network (CAN) Annual Report 2024

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

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# Hear from our Co-Founders

**2024 reminded us more than ever just how important our mission at CAN is. We have seen the impact that information integrity and content that harms children and harmful content has on us all. This is what has driven us to continue to push for better solutions and challenge outdated norms.**



## Collaboration & Influence

Last year solidified our commitment to paving the way to conscious advertising and fostering strong partnerships. We were honoured to collaborate with the UN again and help form their Global Principles for Information Integrity. Our contribution helped them to create a vision for how we drive healthy incentives through our online information ecosystem, via transparency and accountability.

We have also recently been excited to announce a partnership with Outvertising, on their Advocacy Playbook. This is an incredibly important resource to help UK marketing become completely LGBTQIA+ inclusive and make marketing better for everyone. [A 2021 study from Ipsos](#) found that from 2013 to 2021 - the number of people who'd buy from brands that share their values went up from 43% to 60% in the UK. That, along with the fact that [the UK adult lesbian, gay and bisexual population is growing](#): from 2.1% in 2017, to 3.3% in 2022, shows it is no longer just a moral obligation to be inclusive - it is a commercial one too.

## Leading Global Conversation

As we continue into 2025, it is vital for us to publicly pave the way to a sustainable, inclusive, and effective advertising landscape.

Over the last year, CAN team members have lead conversations at global events including Cannes Lions, the Jake at the Brazilian Government, COP29, and the G20 Summit.

## Growing our Network

We have been thrilled to welcome more new members to CAN over the last year, with our network expanding to 190 global members. We are excited to see the further reach and impact we will achieve over the next year.

## The Future of Advertising

The last year has been challenging, and the most recent changes in platform governance have undoubtedly been disheartening. However, change will happen if advertisers choose to lead - we hope you continue to use the CAN Guides to help you do that.

We have seen some brilliant campaigns from our members that prove that conscious advertising drives positive results. One example is December19 who teamed up with Biffa and Plug media to deliver their "What If?" campaign. The purpose was not to just encourage sustainable behaviour, but to deliver a campaign that was sustainable in itself. In doing so, they managed to achieve a view rate of +101% against industry benchmark and reduce carbon emissions by 63% against the industry benchmark.

We encourage you to read our spotlight on VCCP's campaign with TfL later on in this report. Through being mindfully inclusive, they were able to drive home an important message to TfL staff and customers with positive results.

This goes to show that together, we can achieve commercial success whilst still prioritising inclusivity and sustainability.

## Looking Ahead to 2025

This year, we will continue to lead the conversation in conscious advertising. We hope as you read through this report, you will feel inspired to continue with us and unlock new opportunities for growth and innovation while ensuring advertising truly works for everyone.

## Jake Dubbins and Harriet Kingaby

Co-founders of Conscious Advertising Network (CAN)

# About CAN



The Conscious Advertising Network is a network of 190 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.

CAN is proudly supported by The Meliore Foundation, Oak Foundation and Children's Investment Fund Foundation (CIFF).



Click here to donate and support CAN today!



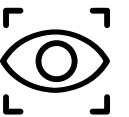
## Our Mission



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

Advertising should inspire, innovate, and drive real results—but not at the expense of our rights and freedoms. That's why we, as a network of 190 members, are challenging outdated norms and taking bold steps to find better ways of working.

## Our Vision




**Advertising that works for everyone**

# CAN's 7 Guides

**Our aim is to see every brand adopt CAN's seven 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

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.



## Hate Speech

Ensuring advertising doesn't promote illegal and extremely harmful speech



## Sustainability

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

# Our impact: 2024 big wins

2024 has been an exciting and pivotal year for CAN.

With the relaunch of our Children's Rights & Wellbeing Manifesto, new members joining us, and lots of exciting events - we have been thrilled to see so many members engaging and committing to implementing our manifestos.

The social and political events over the last year have solidified our need in the advertising industry to champion conscious advertising.



## April

### CAN at Creative Equals RISE Event

CAN co-founder Jake Dubbins attended Creative Equal's annual event which covered how to drive inclusion and social impact throughout the marketing chain. Jake presented on the issue of AI and its environmental and social impact when it is used to create or support misinformation.



### New Member:



Little Moons, Europe's largest mochi ice cream maker, furthered their commitment to effective advertising by becoming a full CAN member. This is an exciting brand that has shown its commitment to social good.

## February

## June

### New Member:



The UKSAFC, which includes representatives from dentsu, FACT, Script and Annalect, was set up in 2022 and works to highlight the scale and threat of advertising fraud, to coordinate a multi-stakeholder approach to addressing the issue in the UK and provide a template the rest of the world can follow. Their efforts resonate with our Ad Fraud manifesto.

## May

### CAN & dentsu: The Cost of Confusion

CAN teamed up with global marketing and advertising agency network, dentsu to build a report on the growing concern of climate disinformation. The report found a broad lack of understanding among the British public of key climate terms, alongside common misconceptions that together build a dangerous misunderstanding of the problem. The data also pointed to social media content being the greatest concern for the lack of information integrity around climate change. Our research reinforced more than ever how important our Sustainability Guide is.



### United Nations Global Principles on Information Integrity

CAN was one of the leading advisors on this initiative from the UN, which focusses on recommendations for multi-stakeholder that deliver choice, freedom, privacy and safety for all, in which people everywhere can express themselves freely and make informed and independent decisions.



## June (cont.)

### Year of Democracy (YOD) forum with META

CAN were proud to host a forum between representatives of the ad industry and civil society with Meta titled: Addressing Tech Harms in 2024 Elections.



### CAN at Cannes Lions

The CAN team attended Cannes Lions International Festival of Creativity. Through panels, roundtables, and informal discussions. We highlighted the critical importance of conscious advertising and the enforcement of platform policies, positioning these not just as moral imperatives but as essential components of commercial success.



### New Member:



VeraViews are an open-ledger advertising ecosystem that prevents ad fraud. Their 'Proof of View' technology is tailored to programmatic video advertising, which adds a purpose-built transparency layer that is tamper-resistant and auditable. Their purpose is aligned with CAN's Ad Fraud Guide, and they are an important part of creating a safe advertising space that does not fund disinformation or hate.





## Children's Rights & Wellbeing Guide Relaunch

With the rise in data tech companies hold for children, we relaunched the Guide to help advertisers understand their role in taking accountability for children's safety online. With the help from groups such as Omnicom Media Group UK, NSPCC, the 5Rights Foundation, and Barnardo's, we ensured advice contained within the Guide reflects leading global actionable advice for advertisers.



## CAN at MAD//fest

As part of the re-launch of the Children's Rights & Wellbeing Guide, CAN Co-Founder Jake Dubbins moderated a panel at MAD//fest that discussed the current issues for children using the internet, spotlighting industry case studies, and the urgency and importance of advertisers' responsibility.

## New Member:



We were delighted to welcome giffgaff to CAN. giffgaff is the mobile network that's 'Up to Good', challenging the status quo to show there is a better way to use connectivity to benefit people and the planet. With its efforts in offsetting the carbon impact of its media campaigns and commitment to deliver future net zero media plans, giffgaff's values are perfectly aligned with CAN's mission.

## August

### New Members:



**BULLA CO.**

Advertising agency, Bulla Co and the Responsible Marketing Advisory joined CAN. Their membership enforces the growing awareness in the industry to adopt ethical practices for a safe and healthy advertising ecosystem.

## July



### Stagwell Lunch & Learn Event & Future of News

CAN team members, Nafissa Norris and Eline Yara Jeanné led Stagwell's event and delivered a session on CAN's Misinformation Guide. Following the lunch was the Future of News event, also hosted by Stagwell, which covered the value of news and how to maximise impact through tailored marketing.

## September

## October

### Total Media DE&I Project launch

CAN member, Total Media (now Mediaplus UK) launched their Inclusion Impact initiative, aimed at identifying and engaging diverse audience groups and to recognise the vital role we play in promoting inclusion through advertising. At the launch, CAN team members, Nafissa Norris and Eline Yara Jeanné delivered a session on CAN's Inclusion Guide.



### New Member:



Global independent marketing services and technology company, PMG joined CAN. Their company mission is to create a positive impact through advertising. Already an advocate for ethical advertising practices, PMG will be valuable contributors to CAN's initiatives and policies.

## November

### CAN at COP29

The CAN team was in Azerbaijan for COP29, highlighting the role of a lack of information integrity on climate as one of the biggest threats to climate action and to explore solutions for protecting the integrity of climate information.



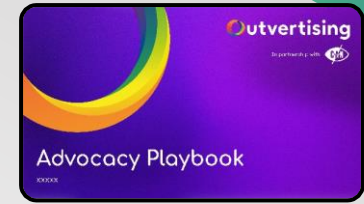
### CAN at G20 2024

Can co-founder, Jake Dubbin's attended the G20 Summit in Rio de Janerio for the launch of the Global Initiative for Information Integrity on Climate Change. Jake spoke at the launch about the crucial role advertising plays as the economic backbone of our information ecosystems.



### IQPC Responsible Advertising Summit

As part of this year's Responsible Advertising Summit, CAN teamed up with IQPC and the Responsible Marketing Agency to create a new report: Building the Business Case for Responsible Advertising & Marketing. CAN Co-Founder Harriet Kingaby also participated in a compelling fireside chat with Jack Goss Senior Strategist at VCCP. Together, they explored 'The Role for Advertising in Protecting TfL Employees', based on the 'Abuse had Consequences' TfL campaign in partnership with VCCP. This campaign has been a perfect example of how advertising can be used to drive real impact and set new industry precedents.



### Outvertising Playbook

With their purpose to make UK marketing and advertising completely LGBTQIA+ inclusive, we worked with Outvertising on their Playbook, which launched at the start of 2025, to help advertisers adopt best practices through suggested initiatives and guidance. CAN is proud to have supported Outvertising in the creation of the Playbook, you can refer to our recent member briefing to find out more.

## December



DECEMBER19.

# Member Spotlight: December19, Biffa & Plug

## Executive Summary

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

# Member Spotlight: SevenSix Agency

CAN member SevenSix Agency have launched their 2024 Influencer Pricing Report which provides advertisers insight into influencer payments, along with essential benchmarks and analysis to help them make informed decisions.

The report uncovers key facts as to why influencer diversity is important not just for social impact, but for their ROI:

**53%** of UK consumers report that a brand's DE&I initiatives impact their buying decisions: Brands that fail to be authentically inclusive and representative risk alienating their audiences.

Nearly **57%** of UK consumers disengage from media and advertisements they perceive as unrepresentative: The primary reasons cited for this disengagement are a lack of representation or negative portrayals of their communities.

Brands that embrace diversity not only reach a wider audience but also generate positive sentiment among consumers who value genuine representation. In influencer marketing, prioritising DE&I not only demonstrates a commitment to social responsibility, but also cultivates more meaningful, profitable, and sustainable relationships with diverse audiences.

The report reveals some other key trends:



**Influencer Marketing on the Rise:** Brands are spending more across all categories.



**Influencer Pricing Concerns:** Only 30% of influencers feel confident setting their rates.

The report also uncovers significant pay gaps within the industry, highlighting the need for fairer compensation and raises questions about equality within the sector:

Black influencers earn **34.04% less** than White influencers

East Asian influencers earn **38.40% less** than White influencers

South Asian influencers earn **30.70% less** than White influencers

Southeast Asian influencers earn **57.22% less** than White influencers

These are disappointing figures, but it is important that members like SevenSix Agency continue to shed some light on these matters to help advertisers make fairer and equal decisions in the future.

# Member Spotlight: M+C Saatchi

M+C SAATCHI GROUP



CAN member M+C Saatchi have been part of producing the *Advertising's Evolutionary Moment* report for advertisers to follow and drive towards Net Zero.

The report, also produced by Purpose Disruptors and OLIVER, offers a 6-point framework that applies to law, accountancy, and advertising.

The framework focuses on Serviced Emissions, which are greenhouse gas emissions arising from the activities of professional service providers, including advertisers.

01

## Strategy and vision

Develop a strategy to recognise, understand and reduce your Serviced Emissions as part of a commitment to net-zero/1.5C.

02

## Governance, management and institutional capacity

Develop robust governance systems to uphold commitments to 1.5C in regard to both your own company's emissions and your Serviced Emissions.

03

## Client and project selection - Due Diligence and Risk

Integrate climate considerations into due diligence for new and existing clients, projects and services.

04

## Delivery and ongoing client relationships

Embed climate opportunities and risks into your services and projects.

05

## Measurement of impact and reporting on progress

Track the GHG outcome and impact of services provided.

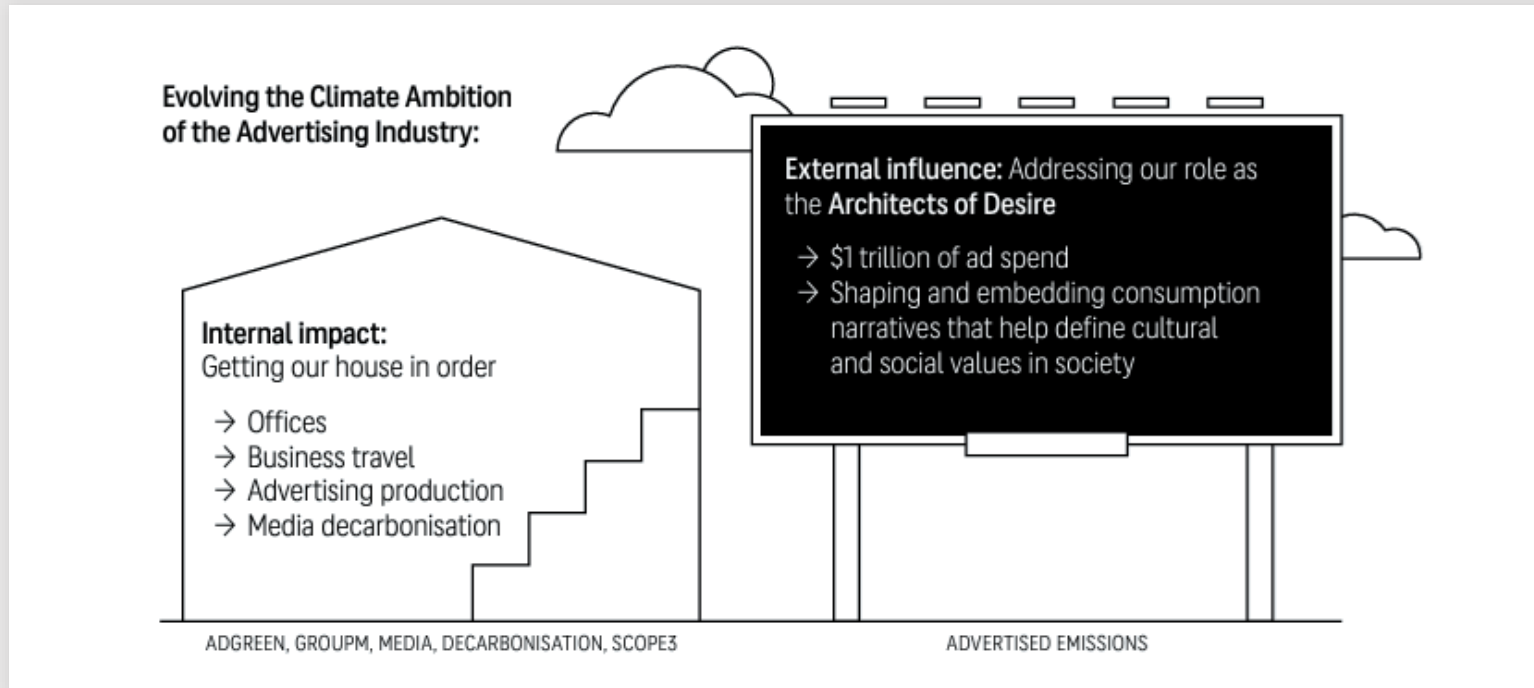
06

## System Changes

Advocate for regulatory and policy changes to support accelerated transition.

# Member Spotlight: M+C Saatchi (cont.)

M+C SAATCHI GROUP



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*“We stand on the brink of an extraordinary transformation, where the shift to sustainability is not merely an option but a commercial imperative.*

*This is a call to action for the advertising and communications sector to embed the Serviced Emissions Action Areas. But we should not let perfect be the enemy of good. Start where you think you can - and, most importantly, start now.”*

Pamela Noakes, Group Director of Sustainability at M+C Saatchi

We are extremely excited to see M+C Saatchi not only work towards embedding CAN’s Sustainability Guide into their organisation, but to launch a fantastic initiative that will help make the change that is needed throughout the advertising sector.



# Member Spotlight: giffgaff & MG OMD

In the same year as signing up to be a CAN member, giffgaff launched their 'Up to Good Collective Fund' along with fellow CAN member, MG OMD. The fund invites clients and agencies to donate a percentage of media spend to social causes.

In collaboration with climate platform, Ecologi, contributions will go towards three initiatives:

- ▶ Distributing fuel-efficient cooking stoves to Kenya
- ▶ Instalment and upkeep of water boreholes in Eritrea
- ▶ Restoration of mangroves in Pakistan

It is fantastic to see two of our members working together and making a significant change and commitment to our Sustainability Guide. We look forward to seeing how the fund grows over the next year.



*"We're hugely proud of the creation of the giffgaff Up to Good Fund with MG OMD as part of our ongoing commitment to responsible marketing, it's been incredible to be able to share this with the industry and we're delighted so many partners have chosen to onboard and join us in making commitment to reduce carbon impacts and increase nature restoration."*

Georgina Bramall, Marketing Strategy and Planning Director at giffgaff



*"We're really proud to have created the Up To Good Collective Fund with giffgaff and are delighted to see so many of our media partners are joining up. As well as our mission to reduce the carbon emissions in our media planning work, we believe the media industry has an immense power to be a force for good and the Up To Good fund is a great example of that."*

Natalie Bell, CEO at MG OMD



# Member Spotlight: Creativebrief Report



**CAN member Creativebrief have released their report ‘Diversity Drives Creativity’** which explores a selection of campaigns on their marketing intelligence platform which prove that purpose works and diversity really does drive creativity.

The report features insights from campaigns led by brands such as Canon, Adidas, Dove, Virgin Atlantic, E45, and Xbox. It reminds us that diversity and inclusivity is not only a moral obligation, but a commercial one too.

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*“In this environment, it is more important than ever to showcase the best work and to celebrate the brands that show up consistently. Trailblazers such as Virgin Atlantic, a brand which continues to set a new benchmark for inclusive creativity. Creative bravery, the lifeblood of our industry, is dependent on diversity. We are hugely grateful to our partners, agency and brand community for sharing their insights and work in this report. We hope they inspire and inform you as well as serve as a reminder that it is possible to do things differently.”*

Nicola Kemp, Editorial Director, Creativebrief

“

*“In a polarised world fear of backlash and of getting things wrong is holding brands back. We must not let fear hold us back from creating boundary pushing work. Work that changes the narrative, challenges stereotypes, pushes society forward and that is ultimately good for a business’s bottom line. Despite the ‘go woke go broke’ rhetoric, purpose and profit go hand in hand.”*

Georgie Moreton, Deputy Editor of BITE, Creativebrief

# Member Spotlight: VCCP & TfL

CAN member VCCP led TfL's campaign 'Abuse has Consequences' to tackle violence and aggression against staff on the network, sending a strong message to offenders that it is not tolerated on TfL's services.



Running since July 2024, the campaign uses real life incidents of staff abuse to send a clear message to perpetrators that they will be caught, and action will be taken.



## Cases they have used include:

A young man who violently threatened and assaulted a female Customer Service Assistant during rush hour at King's Cross station in June 2023. He was sentenced to 38 weeks in prison.

A teenager who spat at and racially abused a Customer Service Assistant at Balham station during rush hour in May 2023. She was arrested and sentenced to 3 weeks in prison.

A 59-year-old man who verbally and physically assaulted a bus driver in Cromwell bus station in 2022. He was arrested and later sentenced to 20 months in prison.

VCCP worked with its global content creation studio Girl&Bear and digital experience agency Bernadette to produce the campaign which incorporates visual elements of consequences such as prison bars, arresting handcuffs and fines to land the clear message that 'Abuse Has Consequences'.



*"TfL believes that all Londoners have the right to use the travel network without fear of violence or intimidation. That includes TfL staff. This work is deliberately blunt to deter potential perpetrators from acts of violence by revealing the harsh outcomes."*

Simon Learman, Creative Director at VCCP

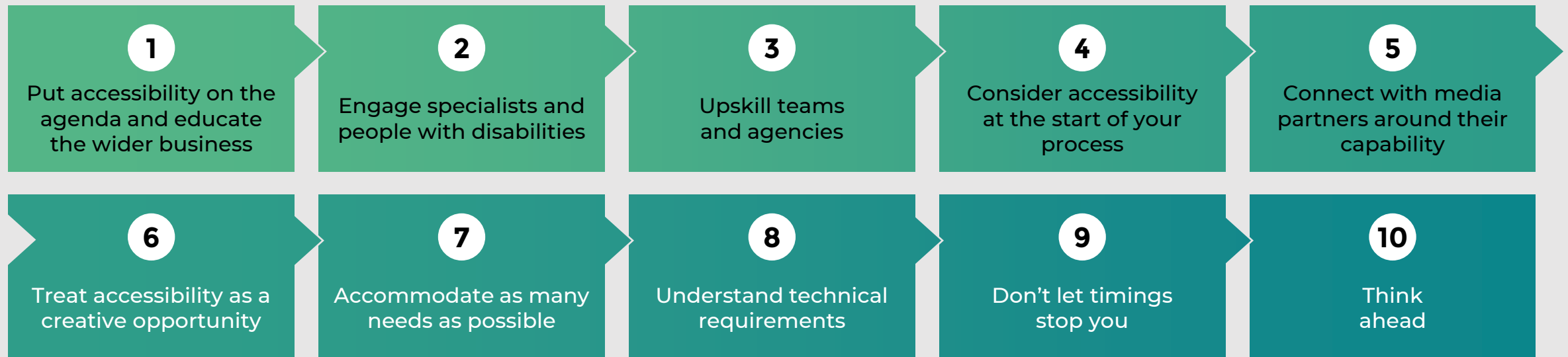
**Congratulations to TfL, VCCP and Wavemaker on leading this important and effective campaign.**

## Member Spotlight:

# The Responsible Marketer's Guide to Accessible Advertising

In December 2024, CAN member, the Responsible Marketing Advisory launched their new initiative: “The Responsible Marketer’s Guide to: Accessible Advertising”. This is a quick action guide to provide advertisers and agencies with simple steps to create accessible marketing assets and work with media partners to enable functionality and content that is accessible.

The guide covers these 10 steps:



This is a brilliant resource to use alongside our [Inclusion Guide](#), you can [access the full Accessible Advertising Guide here](#)

## 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.

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/>

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*“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.

### 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.**

# Member Spotlight: IPA Agents of Change Report

**The Institute of Practitioners in Advertising (IPA) released their Agents of Change Report, along with a four-step sustainability transformation toolkit. Led by the IPA Sustainability Work Group, the report and toolkit were written and researched by Rick Benfield from One Planet Communications.**

The report provides insight from advertising industry specialists and activists, covering their experiences and hopes for the future for sustainable advertising. CAN Co-Founder, Jake Dubbins, was one of the contributors and raised his concerns about the misalignment of incentives that take the focus away from sustainability:



*“There is a fundamental disconnect in what boards are saying to shareholders about growth, profitability and maintaining dividends, and what sustainability experts are saying to them. A conflict between short-term quarterly business results and market-based capitalism, and the long-term planning needed, not to get out of this mess but just to mitigate it.”*

Other CAN member contributions in the report include Accenture Song, Havas, M+C Saatchi Group, Essence Mediacom, dentsu.

The toolkit brings together the industry advice outlined in the report with a four-step model for action:



To help encourage consistency and collaboration across the industry, the toolkit includes a set of KPIs for advertisers to aim for.

CAN believes content advertisers create, and the processes by which they are created, should be sustainable and responsibly considered, avoiding creating or funding climate crisis misinformation. The IPA’s report and toolkit are an excellent resource to help achieve this.

# Spotlight: Children's Rights & Wellbeing Guide

In July 2024, CAN relaunched our Children's Rights & Wellbeing Guide. This was in response to the growing concern with the amount of data tech companies hold for children and the ever-growing advancement in online technologies. The manifesto is there to help advertisers prioritise children's **consent, agency, and privacy**.

**It is essential that advertisers understand the role they play in creating a safe space for children online.** We were honoured to work with organisations such as Omnicom Media Group UK, NSPCC, the 5Rights Foundation, and Barnardo's, who have helped us ensure the manifesto has clear and actionable guidelines.

Based on **6 guiding principles**, the relaunch of the Guide is to help protect not only children's rights, but to **protect them from harmful misinformation**.

- Principle 1. Safety-by-Design**  
Embed safety-by-design in development and distribution of advertisement
- Principle 2. Responsible Practice**  
Comply with legal frameworks and conduct a Child Rights Impact Assessment
- Principle 3. Age Appropriate**  
Develop and place advertising that is age appropriate by design
- Principle 4. Agency**  
Support child users' decision-making and reduce exploitative features and business models that harm their agency
- Principle 5. Privacy**  
Embed privacy-by-design and data protection in marketing and distribution
- Principle 6. Diversity, Equality & Inclusion**  
Be inclusive, treat everyone fairly and provide for diverse needs and circumstances

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*“Advertisers have a crucial role to play in delivering positive experiences for children online. Through tailoring their decisions to children's rights and needs and by prioritising brand safety, they can help create a safer online world for children.*

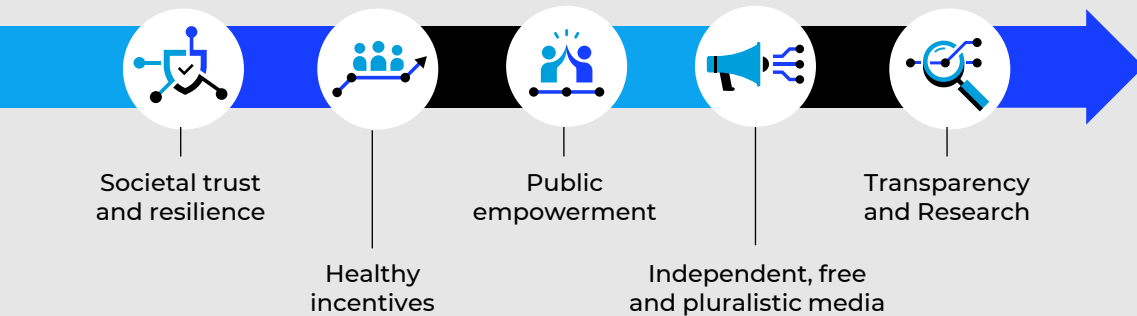
*The NSPCC welcomes the updated Children's Wellbeing Manifesto. Its ambitious, child-centred framework will support advertisers to consistently consider children's needs and embed practices that promote their safety and wellbeing. We look forward to seeing advertisers use the Manifesto to make positive changes for children and demonstrate their commitment to a safer online world.”*

Rani Govender, Policy and Regulatory Manager at NSPCC






# Spotlight: United Nation's Global Principles for Information Integrity

CAN was honoured to be one of the leading advisers for the development of the UN'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 current digital advertising process lacks transparency and can incentivise harmful and extreme content by exploiting user behaviour data to maximise engagement and revenue. This puts brand safety at risk, and incentivises the production of illegal and harmful content, such as things which harm children.



Along with the launch of the Global Principles, CAN have released an explainer piece for members which includes 5 key actions advertisers can take now:

-  Demand transparency from agencies and partners on site lists, app lists and other information you need to work out where your advertising is going.
-  Develop strong deliberate inclusion lists, and if you need them, active exclusion lists.
-  Replace blocklists with more sensitive tools. If they are necessary, diarise an audit every 3 months removing words which might defund media from diverse communities and quality news.
-  Invest in high quality media and diverse publications, to create a better media and information ecosystem.
-  Get in touch with CAN to join our platform and publisher forums featuring advertisers and civil society organisations to demand transparency and a healthier ecosystem.

Working alongside the UN has been an important role for CAN, and we will continue to do so to help make global change in creating an advertising ecosystem that protects both human safety and brand safety.

# Spotlight: The Global Initiative for Information Integrity on Climate Change

At the G20 2024, The Brazilian government, the United Nations and UNESCO launched a groundbreaking Global Initiative for Information Integrity on Climate Change. This is the first time governments are taking action against climate disinformation at the multilateral level and already includes six countries: Chile, Denmark, France, Morocco, the United Kingdom and Sweden.

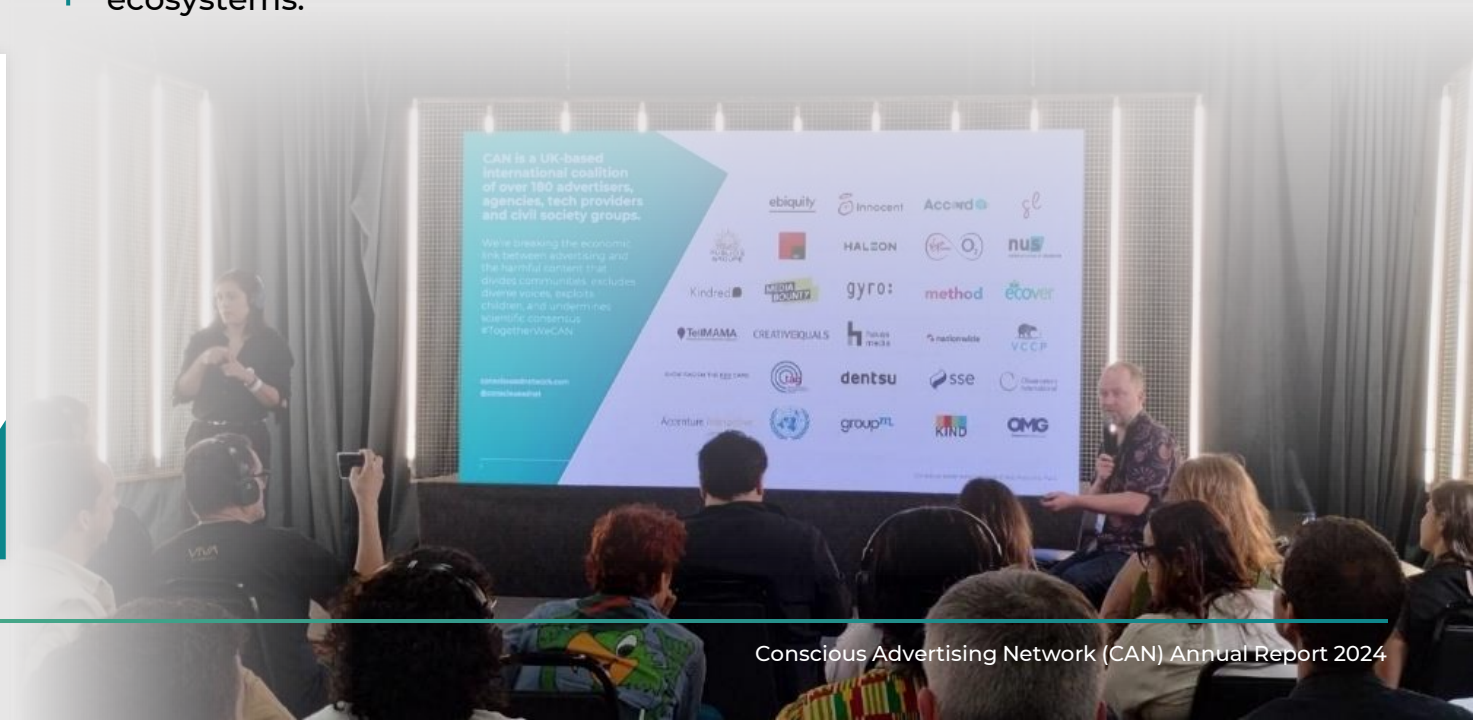
The initiative aims to boost support for urgent climate action at a time when scientists are warning that the world is running out of time. Aiming to expand the scope and breadth of research into climate disinformation and its impacts, the effort will gather evidence from around the world to inform and bolster strategic action, advocacy and communications.

CAN Co-Founder Jake Dubbins was in Rio de Janeiro at the G20 for the launch of the global initiative. Jake spoke on stage about the crucial role advertising plays as the economic backbone of our information ecosystems.

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*“This initiative will bring together countries, international organizations, and networks of researchers to support joint efforts to combat disinformation and promote actions in preparation for COP30 in Brazil.”*

President Luiz Inácio Lula da Silva of Brazil





# Advocacy Spotlight: Year of Democracy

2024 was coined as the Year of Democracy; with 65 elections in over 55 countries, we saw more than 2 billion people going to the polls. This represented the biggest elections megacycle so far this century. The Year of Democracy was a core focus for the CAN advocacy team, with a particular focus on protecting information integrity around election time. We sat on the steering committee of the Global Coalition of Tech Justice, which spearheaded the [Year of Democracy campaign](#), and ensured that the role of advertising and monetisation was taken into consideration throughout the campaign.

We led a forum with civil society groups, advertisers, and a tech platform to highlight the need for better policy and implementation around protecting democracy in online spaces. We heard first-hand account how mis and disinformation can negatively impact the electoral process, and showcased how the monetisation of such content can further exasperate the issue.

**#YearOfDemocracy**

At CAN, we will continue working on this issue, and ensure advertisers are aware of the role they can play to ensure information integrity.



# 2024 Investigation Spotlight

This year CAN's investigations team has continued to gather evidence highlighting the issue of monetised harm, and the need for policy and enforcement changes to combat it. Our work has focused on our different guide areas, with a particular focus in 2024 being on Children's Rights and Wellbeing, as well as protecting information integrity.

We published various member briefings, with several collaborations with experts. We looked at the issue of ad fraud together with the [UK Stop Ad Funded Crime \(UKSAFC\) group](#), highlighted the problem of online health scams in Kenya in collaboration with the [Council for Responsible Social Media](#), and explored the ethics of influencer marketing with Dr. Alexandros Antoniou from the University of Essex. These pieces have allowed us to share important topics with our members, as well as provide recommendations and practical advice.



## CAN Explainer Series



We also launched our Explainer Series in 2024, which act as educational resources for our members.

Topics we have covered so far include transparency and greenwashing, and we have many more planned.



**Not received these?** Get in touch and we will add you to the mailing list.

# Spotlight: Propeller

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.

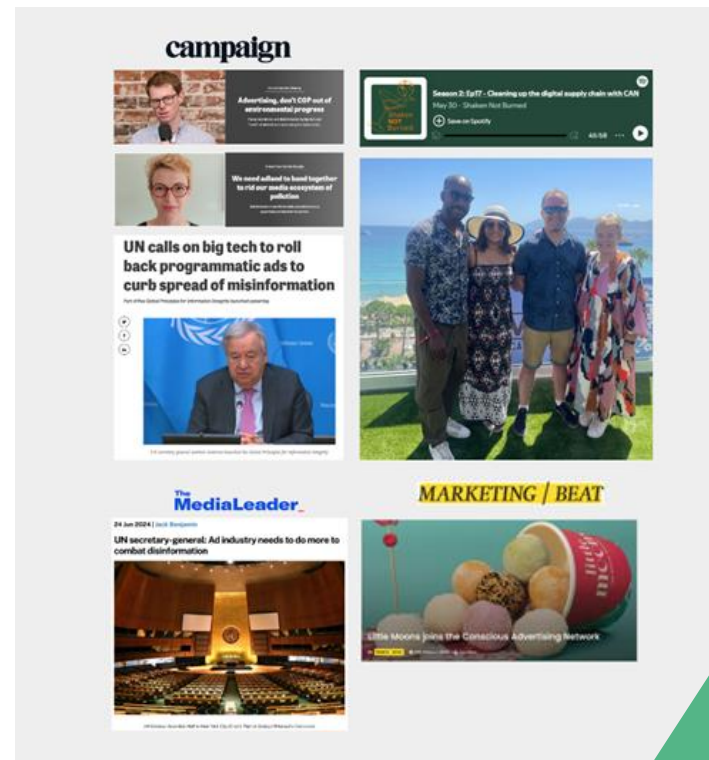


## Our work together in 2024

Propeller worked with us to redefine our PR messaging, ensuring that we effectively communicate what we do in a strategic and compelling way.

Together, we landed on the conscience driving commercial success for advertisers. This demonstrates our role as a partner, rather than an adversary, towards a more successful advertising industry that is secured for long-term growth.

Propeller's team also played a key role in securing, writing, and preparing us for various media opportunities. Thanks to the team, we have been able to advocate for change in Campaign, Media Leader, BITE, podcasts, sustainability titles and more. These platforms amplified our message and helped us rally for progress across the industry.



## Debuting at Cannes Lions

Propeller also worked closely with us on our inaugural Cannes Lions. From helping us create synopses for events to preparing us for what to expect when we got there, it was a big team effort. Not forgetting the agency's famous Party List which helped us be everywhere.

We are excited to continue working with Propeller to amplify what we do and ultimately help us reach new and existing members.

# CAN in the media

Throughout the year, CAN's initiatives and insights have captivated media attention, featuring in over 50 articles across the industry's leading news outlets.

Our work has sparked discussions on leading matters - including greenwashing, the growing risk of AI, and misinformation. This media presence not only highlights our influence, but also underscores the importance of our mission in shaping a more ethical advertising industry.



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**//insight**

 Click to read our featured articles in top publications

# 2023/24 Member Survey Highlights

The CAN 2023/24 CAN Member Survey offered us invaluable insights into what we are doing well for our members and how we can support them better over the next year.

It has enabled us to see what is most important to our members, and what we can do to further help them make a positive change to the advertising industry.

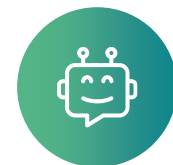
## Why Members are Joining



**62%**

shared they joined CAN to **learn more about how to advertise ethically and consciously**

## What members are concerned about



### AI

AI came out as a key topic, including the challenge of AI-driven disinformation, and how to navigate AI responsibly and ethically.



### Inclusion

This came out as the most important guide for members.

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## Where members need support

As part of the survey, we asked members what we can do to support them better.



**63%** of respondents wanted support via case studies and



**57%** highlighted the need for toolkits.

## In response to this, CAN are implementing the following:

- 5 Things for Now & 5 Things for Later toolkits: a series of toolkits for each manifesto with clear key actions members can implement straight away
- Member case study briefings
- The Explainer Series: outlining key topics and themes which relate to CAN's Guides
- Guide training videos and accompanying training sheets

## Your participation in our Q2 2025 survey is crucial

The upcoming Annual Member Survey in Q2 2025 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 2025

The journey continues as we gear up for a series of events and activities in the new year. Engaging our members, we are focused on amplifying our impact and spreading our message of effective advertising through insightful webinars, helpful resources, and our annual member survey.



**Your Voice Matters:  
Join Our Annual  
Member Survey in Q2**

Participate in CAN's Annual Member Survey to voice your perspectives, influencing our path towards ethical advertising. Your feedback is crucial in shaping our initiatives for a responsible advertising future in 2025.



**Stay Tuned for CAN  
Webinars & Workshop  
Events**

Keep your eyes peeled for upcoming engaging webinars and interactive events from CAN throughout the year. Join us as we explore, discuss, and devise solutions to the pressing ethical challenges in the advertising world.



**Don't Miss  
Our Briefings &  
Explainer Pieces**

Our regular briefings and explainer pieces will continue throughout the year. Keep an eye on your emails so you don't miss out on these informative pieces that break down and give clear guidance on topical issues in the advertising and media landscape – this year, topics will include Net Zero, Funding Women's Sports, and the Business Case for Inclusion.



# 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**  
Membership & Engagement  
Account Director

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**Eline Yara Jeanné**  
Investigations Manager

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**Yeo Joung Suh**  
Policy and Campaign Officer

 [Connect with Yeo Joung](#)



**Blessing Lobho**  
Membership & Engagement  
Account Executive

 [Connect with Blessing](#)



# Keep in touch



Learn more

[www.consciousadnetwork.com](http://www.consciousadnetwork.com)



Reach out

[hello@consciousadnetwork.org](mailto:hello@consciousadnetwork.org)



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