Becoming a member
The Alliance will generate a new skill set so we are fit for a zero-carbon world.

Providing us the knowledge and confidence to promote sustainable behaviours and lifestyles through our work.

Rob McFaul, Co-founder Purpose Disruptors
TWO TIERS OF MEMBERSHIP

#ChangeTheBrief Alliance presently offers two levels of membership for agencies, networks, media owners and client-side organisations.

Membership is also available to our industry’s freelance community.

LEVEL 1
For all members. Online learning and community

EXPAND YOUR KNOWLEDGE AND EFFECTIVENESS

- Advice on how to #ChangeTheBrief both internally and with clients to promote thinking and acting sustainably.
- Access to our learning hub, with pre-recorded sessions providing deep dives into key sustainability issues by category.
- Access to #ChangeTheBrief Alliance peer-to-peer digital community.

LEVEL 2
Available to members for an additional fee.

IN-DEPTH LEARNING AND PRACTICAL EXPERIENCE

- All-live hands-on facilitated learning experiences within our community.
- Immersion of account teams in #ChangeTheBrief.
- Training of #ChangeTheBrief champions across different disciplines.
LEVEL 1: ONLINE LEARNING & COMMUNITY

WHO IS IT FOR?

Agency side
Creatives, planners and account managers all have a role to play in creating work that promotes sustainable lifestyles. They should understand why we need to change the brief, how to bring in stakeholders and have access to expert knowledge and creative stimulus on the behaviour and culture change that will make agencies and clients future-fit.

Client-side
Marketing teams have a seat at the sustainability table. By joining the Alliance you can work with your agencies on generating briefs and campaigns that accelerate your brands’ transition to a net-zero world.

Media owners
Learn how to respond to briefs from agencies that seek to promote sustainable behaviours in your audiences.
A GO-TO RESOURCE

Alliance members have access to a learning programme with pre-recorded sessions providing deep dives into key sustainability issues by category as well as access to the peer-to-peer online community. Updated on a regular basis with fresh expert perspectives, stimulus & learning material, #ChangeTheBrief Alliance is a go-to resource for promoting sustainable thinking in our work.

The programme is divided into 3 sections:

1. **Why #ChangeTheBrief** – Understand the climate crisis
2. **How to #ChangeTheBrief** – Learn how to promote sustainable lifestyles
3. **Let’s ChangeTheBrief** – Access a growing library of deep dive category talks (Energy, Fashion and Food in November 2021)

Each module features expert videos, rich resource libraries and an online community with up-to-date inspiration and case studies.
THE LEARNING PROGRAMME

LEVEL 1
Introducing #ChangeTheBrief Alliance
Presented by Rob McFaul, Co-Founder of Purpose Disruptors

Becoming Climate Aware | Facing Change, What Will We Choose?
Face into the facts about the climate and ecological crisis. What will happen if society does not change and most significantly learn about the upgrade; the positive, thriving future that you can bring into being through your work?

Presented by Paddy Loughman, Independent strategist working with UNFCCC Climate Champions

- Understanding the Climate and Ecological Crisis
- Why the Climate and Ecological Crisis is Happening
- The Changes We Need To Make

Further reading & Resources
A regularly updated collection of useful links, reports, films, books, articles and papers on topics including:

- Climate Communications Guidance
- Change the Narrative
- Upgrade designs
- Take Action as a business
- Go Deeper
How to promote, encourage your teams to apply #ChangeTheBrief
Success in #ChangeTheBrief rests as much in bringing your team with you, as it does in generating effective ideas. Here we share approaches and stories to bring everyone on board.

Presented by Rob McFaul, Co-Founder Purpose Disruptors

How to measure the impact of a #ChangeTheBrief response | Ecoffectiveness
Learn from senior industry leaders on how you can demonstrate the effectiveness of your campaigns in reducing greenhouse gas (GHG) emissions.

Presented by Caroline Davison MD & Sustainability Lead, ELVIS and Ben Essen, Chief Strategy Officer, Iris

Avoiding Greenwashing
An introduction on greenwashing and guiding principles on how to avoid it.

What is a #ChangeTheBrief response?
We can change the brief on 3 levels. Each level has a progressively greater impact. Here we provide resources and concepts on how to change the brief at each level.

- Change the image
- Change behaviour
- Change the business
LET’S #ChangeTheBrief covers B2C categories each presented by an experienced sustainability expert from the #ChangeTheBrief Alliance faculty.

In October 2021 we launched with 3 separate modules on:

- **Energy** | Presented by Morag Watson, Director of Policy, Scottish Renewables
- **Fashion** | Presented by Rachel Arthur, Sustainable Fashion Consultant
- **Food** | Presented by Richard Profit, Business Sustainability Consultant & MD, Cool Farm Alliance

**In each category we cover:**

- The challenges and issues
- The category in a net-zero world
- Example businesses and brands leaning into a net-zero world
- Encouraging new behaviours and attitudes
- Resources, reading and films compiled by our experts

Our next update will feature Let’s #ChangeTheBrief experts on **Mobility** and **Finance**. We work with our members to develop further category modules in the future.
The Alliance works with a collective of industry leading peers. Experienced individuals, whose work, reputation and skill sets push sustainability and define their categories. These experts recognise the potential of the advertising industry to direct its creativity and communication skills to shift behaviours in society to be in line with a zero-carbon world.

Each Alliance faculty member has been recruited to deliver on demand training modules in Level 1 and be available for live workshops in Level 2.

Paddy Loughman
Strategist at UNFCCC Climate Champions

Rachel Arthur
Sustainable Fashion Consultant at UNEP

Morag Watson
Director of policy for Scottish Renewables

Richard Profit
Founder of Cool Farm Alliance
# Annual Membership Rates for Level 1 Access

<table>
<thead>
<tr>
<th>Number of people provided access</th>
<th>Total Cost * (Excl VAT)</th>
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<tr>
<td>Up to 16 people charged at £300 per person</td>
<td>Up to £4,800</td>
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*Provision of Level 2 is offered at an additional cost.*
The #ChangeTheBrief Alliance is a fundamental part of achieving the change in the output of the industry

**STEPHEN WOODFORD**, CEO UK ADVERTISING ASSOCIATION

We have the skills, we have the people, with this training it’s only going to inspire them to be more innovative, more creative and find more solutions to the challenges we all face

**PATRICK AFFLECK**, CEO HAVAS MEDIA GROUP UK & IRELAND

We’ve got some really passionate and committed individuals working hard to drive sustainable changes. To accelerate that change – us all working together and acting collectively is what’s really important and the Alliance will equip everybody in the accelerated fashion to be able to do that

**NICKI HARE**, CHIEF DEVELOPMENT OFFICER, OMNICOM MEDIA GROUP UK

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**Become a member**

To arrange access for multiple people within your organisation, get in touch with:

[rob@purposedisruptors.org](mailto:rob@purposedisruptors.org)

To join as an individual or a small number of people you can sign up directly [here](#)
About Purpose Disruptors

Our vision is that the advertising and marketing communications industry works together and only promotes brands, lifestyles and behaviours that are in service of halving emissions by 2030.

The three founders, Lisa Merrick-Lawless, Rob McFaul and Jonathan Wise, together have 50 years experience of working in creative agencies, media agencies and client side.

We created and delivered the UK’s first Climate Crisis Summit, initiated ‘Create and Strike’ where 160 CEOs signed a letter enabling their employees to join the Global Climate Strike, and in 2020, over 700 were involved in The Great Reset campaign, an initiative to help embed the positive environmental behaviours which we experienced during lockdown. At COP26 Purpose Disruptors hosted the only two official events at the entire conference relating to advertising.

Changethebrief.org
support@changethebrief.org