



SUSTAINABILITY IN THE MARKETING SECTOR -

A Guide of Best Practices
for Marketing Professionals

FEDMA

Federation of European Data and Marketing

In collaboration with:

ACX IOM

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OVERVIEW OF ENVIRONMENTAL INITIATIVES UNDERTAKEN BY MARKETING COMPANIES

Marketing companies have been increasingly recognizing the importance of environmental sustainability and have taken various initiatives and actions to reduce their environmental impact.

FEDMA presents a non-exhaustive and continuously evolving list of best practices relevant to the Data and Marketing Industry that tackle some environmental aspects of sustainability.

1. TECHNICAL OPTIMIZATION



2. AWARENESS RAISING



3. SUPPLY CHAIN & MATERIALS



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