

Training program in responsible communication





The objectives

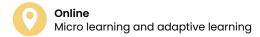
- **To raise awareness** of the challenges of communication in terms of ecological transition, diversity and inclusion
- **To acquire** fundamental knowledge in responsible communication (definitions, concepts, theories)
- To rethink communication from A to Z: design, production, distribution, end of life
- To discover and decipher business cases and marketing campaigns around responsible communication
- To develop the right reflexes and good practices in one's daily work as a communicator
- To acquire the tools to "better" communicate



The training mechanism

An individual e-learning course consisting of 8 lessons





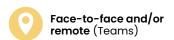
- Written, illustrated and filmed formats
- Lessons are easy to understand thanks to a storytelling approach
 where the participant finds him-/herself in the shoes of a fictitious communicator
- Rich, varied, interactive content (facts and figures, inspiring strategies and campaigns, innovative ideas, quiz questions, smart habits to adopt)
- Tool sheets to make the move from theory to practice

This e-learning course uses images from the **Pic&Pick image bank** and respects the **RGAA** e-accessibility standards.

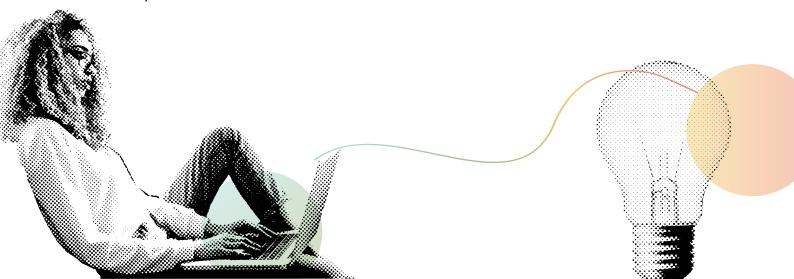


And the collective workshops aimed at taking action





- Discuss the content seen in the e-learning course and identify the levers for action and avenues to be explored
- Apply the knowledge and tools, work on concrete cases, develop a roadmap to make it all effective
- Learn more about one or more specific areas of responsible communication with the help of experts



E-learning course

Responsible communication: how to move from constraint to opportunity?

- Paris Agreement
- Carbon footprint
- Biocapacity of the Earth
- Circular economy / Economy of functionality
- Responsible communication

- French FAIRe Program of UDM
- French Climate and Resilience Laws Project
- · Advertising regulations
- Business case
- Campaign cases



02

Why and how to design eco-socially responsible messages?

- · Eco-socio conception
- Greenwashing / social washing / Woke Washing
- Contributive marketing
- Diversity, Inclusion, Stereotypes
- ARPP

- Unstereotyped Alliance
- Planet Pledge
- French High Council for Equality
- Campaign cases



03

How to produce a communication campaign in a responsible way?

- Eco-socio production
- Active Agencies CSR Label
- Ecological typos
- Responsible shooting & post-production
- Carbon calculation tool

- Carbon Offset/Contribution
- Life Cycle Analysis
- Cases
- Some key players in France

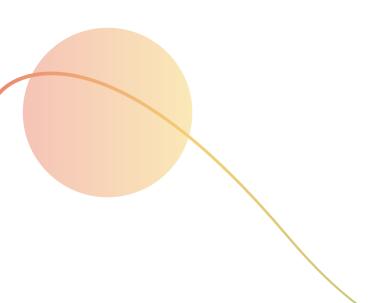


04

How does responsible influence contribute to brand progress?

- Responsible influence
- Transparency
- Macro vs micro-influence
- · Co-construction approach with stakeholders
- Responsible Influence Observatory ARPP
- Business case
- · Campaign cases





How to organise events responsibly?

- · CO2 emissions
- Waste management
- Life Cycle Assessment event
- Carbon offsetting
- Nudge

- Accessibility
- Transportation
- Phygital event
- Event cases



How to make responsible use of digital technologies in communication?

- Digital eco-design
- Digital Sobriety
- Technological and cultural obsolescence
- Dark mode
- WEEE

- · Razoscan (Razorfish & GreenIt) E-accessibility
- Digital Services Act
- Equality Act/American with Disability Act/EAA
- Cases



What role can the media play in a responsible communication dynamic?

- Usefulness / Solidarity / Inclusiveness
- Digital pollution/ light pollution
- Solidarity advertising
- UDECAM
- Media Smart

- Media
- Cases
- GARM



Responsible Data: How to reconcile ethics, environment and user's trust?

- Processing of personal data / Biometric data
- Social Networks
- RGPD
- CNIL
- Climate Neutral Data Centre Pact (CNDCP)
- Data respnsible
- Internal cookie / third-party cookie
- Data Green Officer
- Ethics by design
- Artificial Intelligence / Generative IA
- Machine Learning
- Al Act
- Open Data



