Training program in responsible communication

NIBI
by Publicis France
No Impact For Big Impact

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
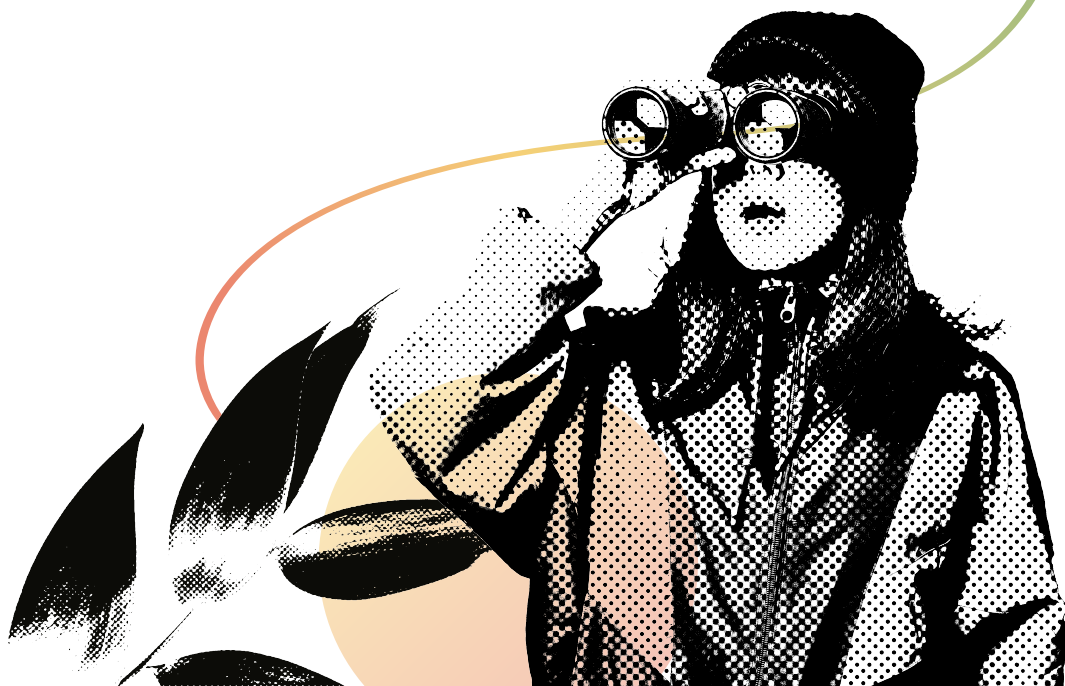
- **To discover and decipher** business cases and marketing campaigns around responsible communication

- **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

8 lessons
20 min each

Online
Micro learning and adaptive learning

- **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.

Pic & Pick
la 1ère banque d'images française & solidaire

And the collective workshops aimed at taking action

From 3 hours

Face-to-face and/or remote (Teams)

- **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

01 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
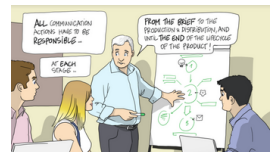
04 How does responsible influence contribute to brand progress?

- Responsible influence
- Transparency
- Macro vs micro-influence
- Co-construction approach with stakeholders

- Responsible Influence Observatory ARPP
- Business case
- Campaign cases

05   How to organise events responsibly?

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

- Accessibility
- Transportation
- Phygital event
- Event cases
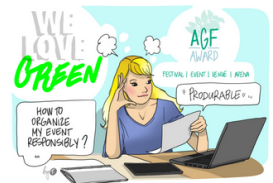
06   How to make responsible use of digital technologies in communication?

- 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

07   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
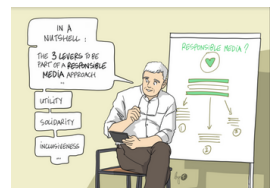
08   Responsible Data: How to reconcile ethics, environment and user's trust?

- 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
- AI Act
- Open Data