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Creatives Gather in Amsterdam for Ethical Agency Summit 2024

Climate-conscious professionals convene to discuss sustainability and collective action

Creative professionals from around the world are converging on the Dutch capital on June 6 for the [Ethical Agency Summit 2024](#), a major conference focused on sustainability and ethical business practices in the creative sector.

Organized by the [Creatives for Climate movement](#), the two-day event brings together leaders, professionals and innovators from advertising, design, marketing, and other creative fields to discuss practical strategies for reducing environmental impact in the industry and promoting more socially responsible business models.

Sessions at the summit will cover topics ranging from sustainable supply chains and eco-friendly production methods to inclusive hiring practices and the role of creativity in driving systemic change.

“Communications agencies play a key role in driving sustainable change by choosing which clients they represent, and even more importantly: which not. Fossil Free Advertising Netherlands is proud to take part in the Ethical Agency Summit to meet with leaders of change and collaborate on ideas for the future” says Femke Slegers from Fossil Free Advertising in the Netherlands.

Speakers include representatives from Badvertising, Reclame Fossielvrij, ClientEarth, B Lab, Wieden+Kennedy, leaders from the recently launched [Ethical Agency Alliance](#) and many more.

In addition to the formal program, the event will feature networking opportunities, interactive workshops, and an exhibition showcasing innovative sustainable products and services from creative companies.

The summit takes place against a backdrop of growing calls for the creative sector to lead by example on environmental and social issues. Many major brands and agencies have made

public commitments to achieving net-zero emissions and implementing more inclusive hiring practices.

However, experts say there is still a lot of work to be done to transform the industry's practices and culture.

“Our collective challenge is to imagine and refashion a world free of commercial pressure to over-consume, and full of encouragement for rapid transition,” says Andrew Simms, from Badvertising, one of the event's key speakers.

The Ethical Agency Summit 2024 runs at the Equals Amsterdam social club in central Amsterdam. The event is open to creative professionals, sustainability experts, and members of the public.

[Take the Ethics Agency Survey: Here](#)