



Sustainability

Certificate in Responsible Green Marketing Communications (RGMC)



Learn how to effectively qualify and substantiate your 'green' marketing claims — using global principles

This 3-hour online course uses video briefs from industry experts and examples of real ads banned by regulators to give you a clear understanding of the difference between well-substantiated environmental claims and misleading statements that can lead to accusations of "greenwashing".

Why take the RGMC?

- **Globally applicable:** this course will teach you how to apply the principles from the ICC Advertising and Marketing Communications Code — the basis for national advertising codes in 42 countries — to your own marketing communications
- **Learn how to qualify and substantiate 'green' claims** like "free from", "degradable", "recyclable content" and more using guidance from the ICC Framework for Responsible Environmental Marketing Communications
- **Build lasting trust with clients and consumers** and show your commitment to responsible, substantiated communications with an environmental marketing credential from the industry standard-setters

Who is the RGMC for?

- **PR, marketing and advertising professionals**
- **Environmental and sustainability officers**
- **Senior leaders** committed to creating and communicating their "green" narrative
- **Consultants and lawyers** advising on responsible environmental marketing communications
- **Students studying business, marketing and sustainability**

**RGMC for individuals**

US\$199

RGMC for corporates

Bespoke pricing

Contact info@iccademy.com.sg

"It is imperative to get those marketing communications right — to ensure that they are truthful, not misleading, and appropriately substantiated. Getting environmental marketing right means building lasting trust with consumers."

Kristin Green, Assistant General Counsel, Marketing & Consumer, Microsoft

Certificate structure

The objective of this certification is to give you the knowledge and tools to communicate your organisation's 'green' narrative in a genuine, substantiated way. The RGMC contains 5 modules and a 1-hour final exam.

Module 1 — The Scope and Challenge of Responsible Marketing Communications

Module 2 — Principles in Responsible Marketing Communications — Introducing the ICC Marketing Code

Module 3 — Environmental Claims in Marketing Communications

Module 4 — Selected Environmental Claims

Module 5 — Implementing Responsibility and Getting Further Help

Final exam — 1-hour proctored, online assessment

What's included

- Six-months access to the entire certificate programme — 3 hours of online learning over 5 modules
- Video briefs from industry champions, legal experts, and heads of major self-regulatory and industry bodies
- Interactive learning including case studies, examples of global advertising penalised by SROs, and quizzes that encourage critical thinking to reinforce what you have learned
- Digital copies of both the ICC Framework for Responsible Environmental Marketing Communications and the ICC Marketing Code
- A downloadable checklist for responsible environmental marketing communications
- A timed one-hour online exam — if you pass (70%) you will receive an ICC Certificate of Achievement

About the ICC Academy

The ICC Academy was founded in 2015 as a training and knowledge hub for trade professionals worldwide. We are the educational arm of the International Chamber of Commerce (ICC), the world's business organisation setting rules and standards that facilitate around two-thirds of global trade in goods. We offer a wide range of learning resources, including market-leading certifications, short courses and the ICC Digital Library that all leverage ICC's network of over 45 million members in more than 170 countries, including many of the world's largest companies, SMEs, business associations and local chambers of commerce. Learn more at academy.iccwbo.org.



Course author

Oliver Gray

Special Advisor ICC Marketing and Advertising Commission and Co-chair of ICC Code Revision Task Force.



Oliver has worked for over 25 years in advertising self and co-regulation. He was director general of the European Advertising Standards Alliance and the European Digital Interactive Advertising Association and has overseen several revisions of the ICC's marketing codes including those on the environment. Oliver currently runs his own consultancy, Graywise, that deals with ethics, governance and compliance issues, particularly in relation to marketing communications.

The content of this course is inspired by a course authored by ICC Sweden.

What is the ICC Advertising and Marketing Code?

The ICC Advertising and Marketing Communications Code (ICC Code) provides a set of guidelines and standards for various stakeholders in the advertising industry and serves as the cornerstone for most self-regulatory systems around the world. The ICC Code is developed by experts from all industry sectors. This course is based on the ICC Framework for Responsible Environmental Marketing Communications, which expands on the guiding principles of Chapter D in the ICC Code.