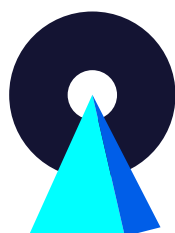


L'essentiel



Report on evaluating the effectiveness of climate contracts: an initial assessment of the situation in 2022

This first report evaluating the effectiveness of the climate contracts sets out various findings from the **first period of application of the climate contracts** with the aim of supporting stakeholders in this approach. It also makes a number of recommendations to fully contribute to the effectiveness of the voluntary scheme introduced by the legislator in the "Climate and Resilience" Law of 22 August 2021. It provides an **overview** of commercial communications on **broadcast media** services, particularly with regard to the objectives set by the law, namely:

- to significantly reduce commercial communications relating to goods and services that have a negative

impact on the environment, particularly in terms of greenhouse gas emissions, damage to biodiversity and consumption of natural resources over their entire life cycle;

- to prevent commercial communications that favourably present the environmental impact of these same goods or services (greenwashing).

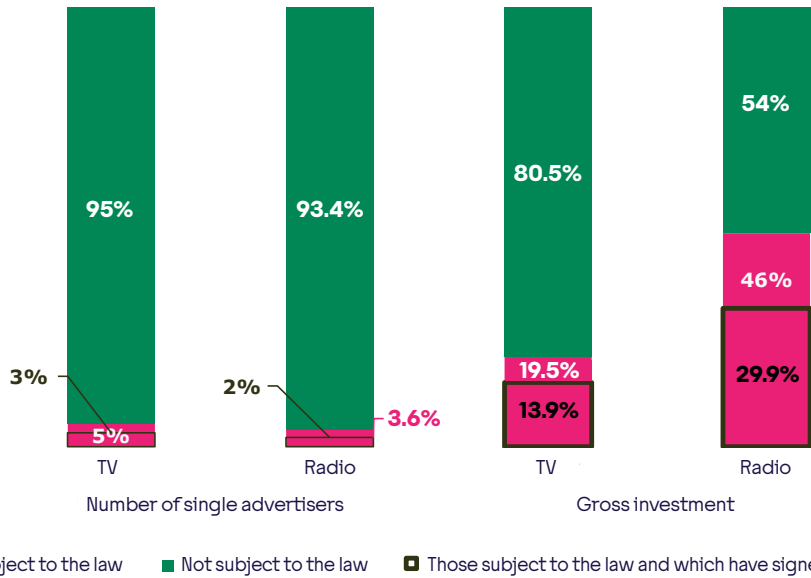
It also reports on the editorial commitments made by broadcast media as part of their climate contracts.

Companies subject to the climate contract scheme: a low proportion of subscribers in 2022, but major players in the broadcast advertising market are taking action

In 2022, only **18%** of the companies subject to the law identified by the Ministry for Ecological Transition and Territorial Cohesion (advertisers of goods and services subject to mandatory environmental labelling or energy labelling, i.e. to date the automotive and household goods sectors) had **signed** a climate contracts (126 climate contracts signed, including 80 by companies subject to the law). In the broadcast advertising market, these com-

panies represent a small proportion of the advertisers present in 2022 in terms of numbers, but represent a **significant proportion in terms of advertising investment**. In **radio**, almost half of gross investment (**46%**) was made by companies subject to the law. For **TV (DTT)**, it was **19.5%**.

Percentage of companies subject to the law among advertisers present in 2022

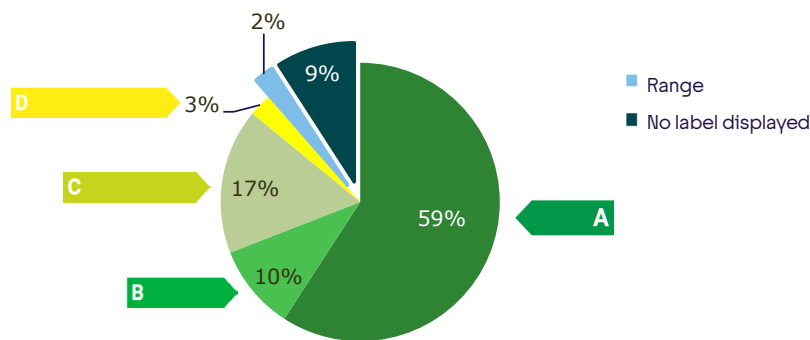


Automotive sector: a strong focus on electric and hybrid models, but also a strong presence of SUVs

Combustion models represent a small proportion of commercial communications in the automotive sector, accounting for 14% of TV and 11% of radio advertising investment. An analysis of the CO₂ labels promoted reveals that **86% of TV** advertising investment promotes A, B or C

class vehicles, although **SUVs** are **strongly represented**. High-emission models are more common on radio, in hybrid and electric ranges.

CO₂ labels displayed in advertisements for passenger vehicles - TV in 2022
Breakdown by gross investment



Methodological clarification: the 'range' category corresponds to advertising campaigns with a variety of CO₂ labels, without highlighting any particular vehicle. Furthermore, the labels displayed do not systematically reflect the actual emissions of certain vehicles, particularly hybrids, which are dependent on how they are used.

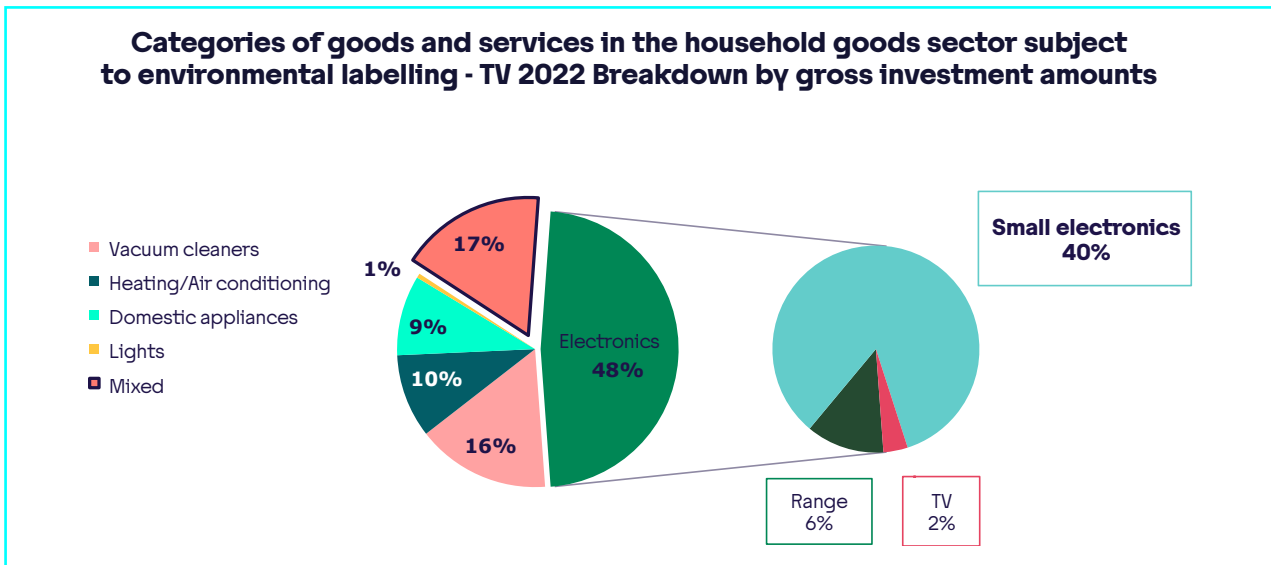
Household goods sector: advertisers prioritise institutional advertising, and small electronics account for a large proportion of advertising investment

As a result of the sector's specific characteristics, **so-called 'mixed' advertising** (brand image, customer services, product ranges) is **prioritised**: it accounts for 39% of TV advertising investment and 86% of radio advertising investment. On TV, few energy labels are visible on screen,

with advertisers favouring institutional advertising. While on **TV** advertisers tend to promote their **best products**, on **radio**, only **half** of the products promoted belong to the **best classes** in their category.

In addition, an analysis including goods subject to the reparability index reveals the **significant volume of small electronics** (PCs, smartphones) in the sector. The

reparability indices for promoted products vary widely.



Other sectors of interest: 2022 marked by the impact of the food and textile sectors and the strong momentum of air and sea transport

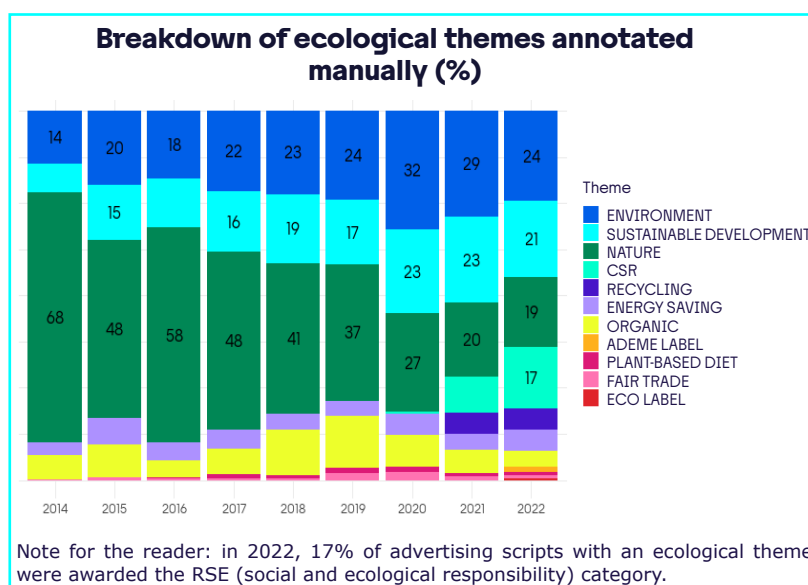
Article 2 of the Climate and Resilience Law aims to introduce **widespread, uniform environmental labelling** for a number of products. Trials are currently underway in two key sectors: clothing and food.

The **food sector** is **the most important** in the advertising market, in particular because of the significance of the distribution sector. By 2022, 5 supermarket chains had signed a climate contract. The **'Fashion and Accessories' sector** is the **second largest** in the advertising market.

In 2022, 4 climate contracts were signed, but these did not include the sector's main advertisers, which are at least partly associated with **'fast fashion'**.

In addition, 2022 saw **strong momentum** in commercial communications for **air and sea transport**, both on TV and radio.

Environmental themes increasingly used in advertising scripts, but claims are still too general



Since 2014, **environmental themes** have been **increasingly used** in advertising scripts on TV: in 2022, **21%** had an environmental theme with an **increasing variety of** selling points. Since 2021, the **automotive sector** has had the most environmental advertising, overtaking the food and hygiene/beauty sector.

In 2022, 36 advertisements met the requirements of ADEME's **"Responsible Consumption" specifications**, accounting for **1.2%** of advertisements with an environmental theme.

However, according to the ARPP and ADEME report, the ARPP's **Sustainable Development Recommendation** has a **non-compliance rate of 7.6%** (excluding TV advertisements, which are checked before broadcast).

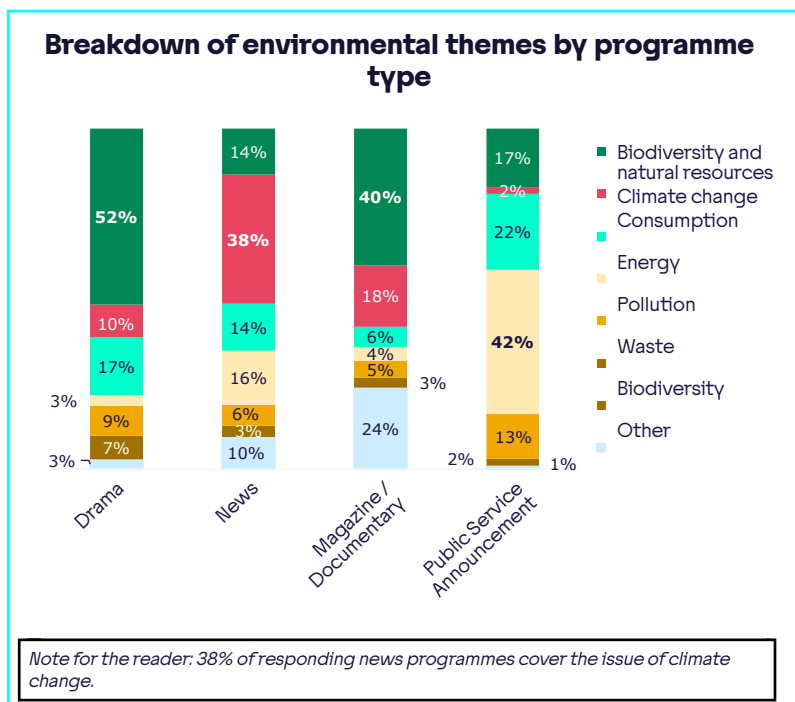
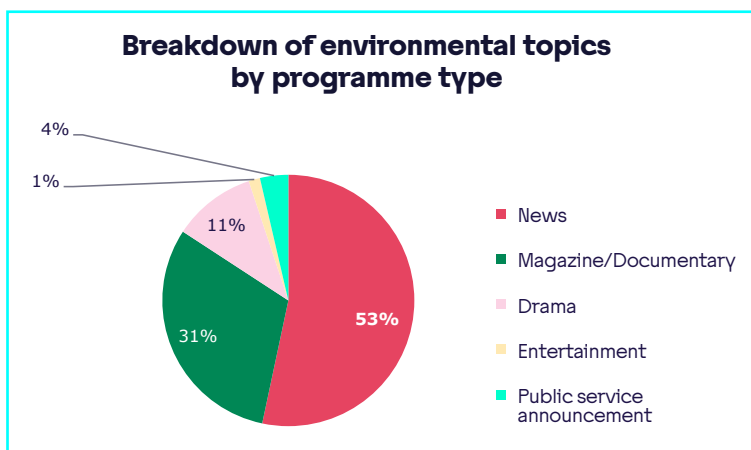
This is mainly because the **claims are too general and all-encompassing**. Particular attention must be paid to digital advertising.

Media coverage of environmental issues: climate change and issues relating to biodiversity and natural resources are the most widely covered topics, albeit in different formats

According to the channels' statements, environmental issues are covered more often in **news programmes (53%)** than in other programme genres, in rather short formats linked to current affairs. Of all the broadcasts covering environmental issues, climate change and topics related to biodiversity and natural resources are the **most widely covered** (26% each).

Climate change is more often covered in **news** and information programmes, while **biodiversity** and natural resources are more often represented in **awareness-raising** formats (documentaries or drama).

22% of experts on TV were **scientists**.



In addition, **59%** of environmental programmes aimed at young people raise children's awareness of **biodiversity** issues.

The channels also indicated that they had broadcast **programmes offering a more desirable imagery**, in particular by incorporating eco-actions into certain dramas.

For further reading: www.arcom.fr

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