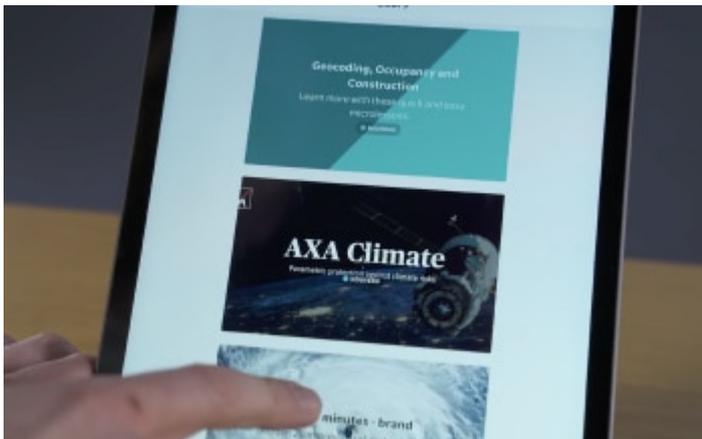


The Climate School – AXA Climate E-Training to Aid Marketing and Communications to Lead on Greener Operations

3 years ago



[The Climate School](#), the e-learning arm of sustainable insurance & consulting company AXA Climate, today announced a new training module designed to aid global marketing and communications professionals get set for the transition to a post-carbon economy.

Written with inputs from senior marketing professionals, experts and academics, the course is set to be a single on-ramp for a marketing and communications professional in any industry to understand the challenges and opportunities the climate crisis presents.

The course is a key pillar of the highly-practical “ACT” part of the AXA Climate curriculum, where practitioners access guidance on actions they can take in their day jobs to play a role in turning their businesses Green.

The new course’s content helps marketing leaders change their job, processes and habits to empower them to contribute as effectively as possible to the transition to Net Zero ways of working. The e-training offers practical advice on what sustainable marketing needs to look like, and why it matters for marketing and communication professionals. It also delivers a wide set of recommendations on how to maintain a positive Green brand image and brand consistency, as well as how to limit the environmental impact of operational marketing, both offline and online.

The content is curated by experts, such as Mathieu Jahnich, and based on extensive research and dialog with professionals engaged with the topic in Marketing and Communications. The training will enable learners to both avoid the danger of “Greenwashing,” but also build truly sustainable business offers fully aligned with the latest thinking on delivering positive decarbonizing change.

Marketing influencers whose experience and insights were drawn on to create *Act: Marketing and Communication* include:

- Mathieu Jahnich, Consultant-researcher on the themes of responsible communication and ecological transition
- Christophe Barnouin, Chief Executive Officer at the pioneer of the organic food market in France, Ecotone
- Frédéric Môt, Brand Director FORCLAZ & Ecodesign Referent, at the world's largest sporting goods retailer in the world, DECATHLON
- Sylvie Combe, President and founder of the Albacombee collective of CSR professionals
- Nathalie Pannetier, Founder of NP SOLUTIONS
- Marketing Professor [Pascale Patat-Dubouis](#), Academic Director at the Exec Mastere Sales Direction and Business Development at France's IÉSEG School of Management
- Jonathan Gual, Head of internal & external communication & CSR strategy at leading holiday firm Pierre & Vacances.

Act: Marketing and Communication is available to AXA Climate platform users [here](#).

Inspiring customers and employees alike

Commenting on the release of this highly practical new ACT Marketing and Communication course, AXA Climate Vice President Antoine Poincaré says:

"Marketing and Communications are a fundamental part of how an organization talks to the world, and how the world makes sense of that organization's brand and purpose.

"Professionals in this sector also know how behind they are in properly framing their brand's work and commitment to our Green future—and are not prepared to just go through any Greenwashing motions any more.

"*Act: Marketing and Communication* is the perfect training foundation to start both building Green campaigns that move the needle and inspire customers and employees, as well as help make workplaces more sustainable."

Now is the time to lead the Green charge: check out [the trailer here](#) to see how Act: Marketing and Communication could help you and your team.

Image credit: AXA