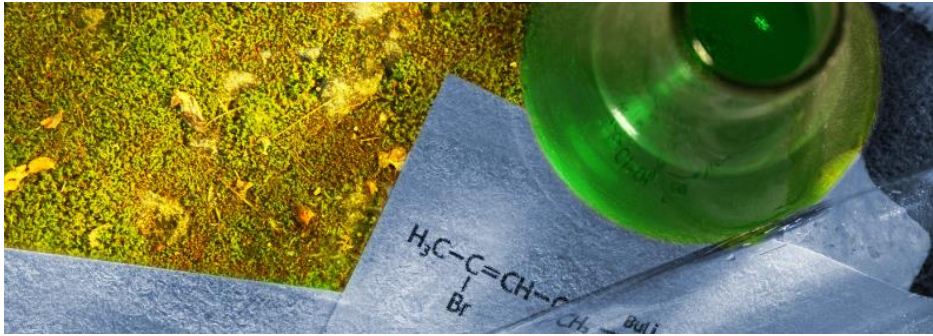


# Sustainability in Pharma: How Can Pharma Brands Get Greener?

## Media Analysis Summary



Although the pharma industry still doesn't have a reputation for being a major polluter, the media is starting to focus more and more on its environmental footprint, as recent studies showed that it's actually dirtier than the global automotive production sector.

Many of the largest pharma companies have already committed to reducing greenhouse gas emissions, but to break through the clutter with good stories, they could focus on promoting other kinds of sustainable work that are still not that well-known, such as green chemistry.

### Pharma sustainability strategies by share of voice



34%

Curbing emissions



27%

Sustainable packaging



19%

Waste management



13%

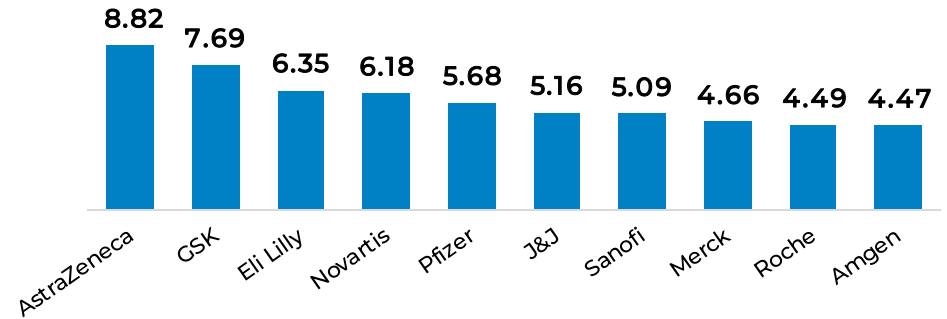
Recycling



7%

Green chemistry

### Top 10 organisations in the pharma and sustainability debate by media impact score



Like many other industries, pharma's environmental PR strategies have predominantly focused on making sustainability pledges. **AstraZeneca** emerged as the most influential company in terms of media impact. AstraZeneca emerged as the most influential company with its flagship \$1 billion "Ambition Zero Carbon" program.

### 5 tips on how pharma brands can get greener:

- Pharma is not yet associated with climate, but don't wait for public pressure
- Use pharma's unique "saving human lives" narrative when it comes to the environment
- Promote emerging concepts like green chemistry to stand out
- Make S and E intertwine in ESG campaigns
- Engage in pre-competitive collaboration

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Read the whole analysis here:

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