



Alliance of regional innovation ecosystems based on smart sustainable specialisation strategies

ARIES4

Sustainability Communication Tool for Companies

101056369 - ARIES4 - ERASMUS-EDU-2021-PI-ALL-INNO

Date: 22/11/2024

Doc. Version: v. 1



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Document Control Information

Settings	Value
Document Title:	Sustainability Communication Tool for Companies
Project Title:	Alliance of regional innovation ecosystems based on smart sustainable specialisation strategies
Document Author:	Irena Raskhova
Project Owner:	Jorge Elso
Project Manager:	Martin Larraza
Doc. Version:	v. 1
Sensitivity:	Public, Basic, High
Date:	22/11/2024

Document Approver(s) and Reviewer(s):

NOTE: All Approvers are required. Records of each approver must be maintained. All Reviewers in the list are considered required unless explicitly listed as Optional.

Name	Role	Action	Date
Martin Larraza	PM	<i>Approve</i>	03/12/2024
		<Approve / Review>	

Configuration Management: Document Location

The latest version of this controlled document is stored in the project's MSTeams site:

[General> Project Deliverables and Milestones>Deliverables](#)



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Dear Managers,

You might have already involved a lot of sustainability effort in your businesses or you might have just started considering sustainability aspects. BUT if you want to succeed in your sustainability strategy, you should know how to best communicate it to a range of stakeholders.

Here we are! An Alliance of companies, universities, local authorities and innovation centres from Spain, Sweden, Denmark and Bulgaria, whose mission is to assist companies and regions in their transition to smart sustainable specialization within the EU funded ARIES4 project.

We are ready to help you by providing some guidelines on how to create a powerful message about your sustainability achievements and use all available communication resources so that it can successfully be passed on to your employees, customers, suppliers and investors.

**LET'S START
OUR JOURNEY
TO SUSTAINABILITY
COMMUNICATION!**



WHAT IS SUSTAINABILITY COMMUNICATION?

The first step you should take is to get aware of the meaning of the term “sustainability communication”. Sustainability communication is an approach of purposeful integration of sustainability into your communication strategy to provide information about company’s sustainability goals, initiatives and results to a diverse range of stakeholders: employees, customers, and investors, as well as the broader community. Thus, it is much more than just a marketing instrument and demands clear anchoring in the business culture.

Current market changes require to consider sustainability communication as an essential element of business since it is a tool for your company to show your commitment to a sustainable future, to differentiate your business in a market that highly values corporate responsibility, and to raise expectations towards your whole ecosystem.

If you want your sustainability communication to be successful, you should adhere to the following four principles:

AUTHENTICITY

You should align your message with actual practices. If you claim you have reduced your carbon footprint, you must have verifiable actions to back up this claim. Authenticity is about ensuring that any sustainable claim is supported by real, tangible efforts and your company’s values are consistently reflected in your actions and decisions.

TRANSPARENCY

You should openly share detailed information about sustainability initiatives, including successes and failures. You should provide stakeholders with access to data that clearly illustrates the environmental and social impact of your activities. You should also admit challenges faced in implementing sustainability practices and what you are doing to overcome them.

ENGAGEMENT

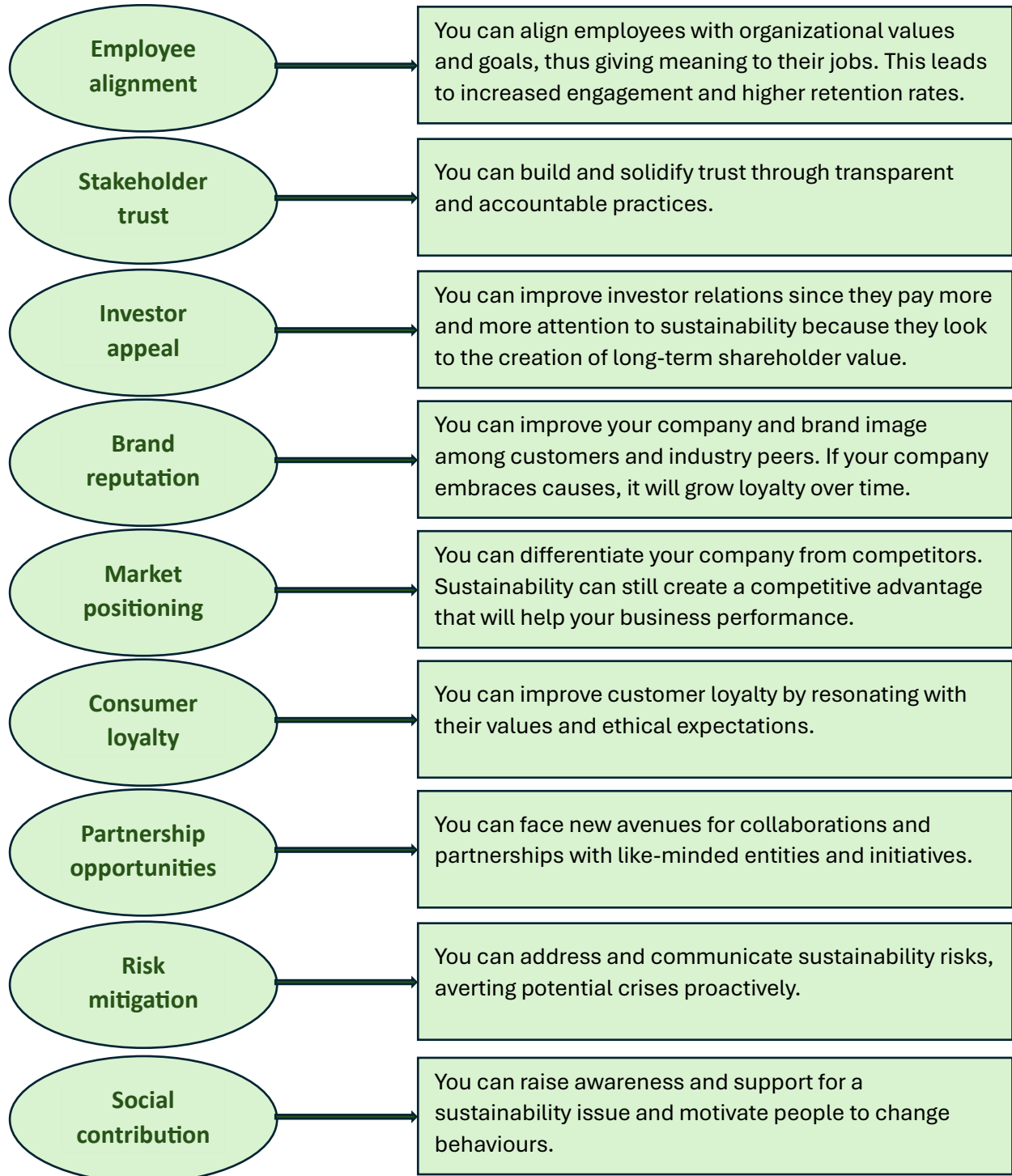
You should involve all stakeholders in your sustainability initiatives, creating a two-way conversation in which they feel heard and engaged in your sustainability journey.

CONSISTENCY

Your sustainability communication should be regular and continuous. It is not enough to announce a major sustainability initiative once and then remain silent. You should involve regular updates on progress, challenges and future plans. You should ensure that your company’s commitment to sustainability remains a visible and integral part of your brand identity.

WHY SUSTAINABILITY COMMUNICATION?

Why is it so important today to convey your sustainability messages to stakeholders?



HOW DO YOU DEVELOP YOUR SUSTAINABILITY COMMUNICATION STRATEGY?

Creating a sustainability communication strategy can be very challenging if you do it for the first time. Here are 6 steps that can help you craft your narrative in a way that is meaningful and compelling for your multi-stakeholder audience.

STEP 1 Define your objectives

They should be SMART (specific, measurable, attainable, relevant and time-bound) and align with your company's sustainability goals.

STEP 2 Identify your target audience

Tailor your message to the specific needs, values and concerns of your target audience. Identify the demographics, psychographics and behaviours of those currently interested in your sustainable efforts and those of potential stakeholders you want to attract.

STEP 3 Craft compelling and concise key messages

They should explain your sustainability goals and highlight the benefits your audience can derive from them. It doesn't matter how much effort you make if your stakeholders don't see the impact of your effort.

STEP 4 Select appropriate communication channels

Different channels resonate differently with various audience segments. Choose channels that your target audience use regularly and trust.

STEP 5 Ensure continuous communication

Regularly update stakeholders about your sustainability effort and progress to maintain engagement and relevance.

STEP 6 Track and adjust your strategy

Monitor the effectiveness of your sustainability communication strategy, make necessary adjustments and regularly measure and report the progress to build trust and credibility.

WHAT IS THE MOTIVATION OF YOUR TARGET AUDIENCE?

YOUR EMPLOYEES

“We want to work for companies with sustainability as a strategic objective.”

Sustainability communication plays a key role in engaging and motivating your employees, promoting a culture of sustainability. If you have a sustainable business, you are more likely to create a positive workplace, where diversity and inclusion are a strong part of your company culture, and to stand strong when it comes to employee retention and reducing staff turnover.

Sustainable communication also helps you to bring onboard the most talented employees since they consider sustainable companies very compelling, aligning with their values and beliefs. Millennials (also known as “Generation Y”), who are projected to make up about 75% of the workforce by 2025, are seeking employment with socially responsible companies. In addition, Generation Z will be the first generation to prioritize purpose over salary. They will use companies’ mission and values statements to guide their employment choices because they want to work for an employer whose values match their own. If you effectively communicate your sustainability initiatives, you are more likely to attract and retain top talent from these demographics, who seek meaningful work and purpose-driven organizations, making internal sustainability communication a strategic advantage.

Therefore, your employees are a core part of your sustainability communication strategy. Make sure that they (especially customer-facing employees) are informed, inspired and involved in your efforts. By articulating your company’s commitment to sustainability, your employees will gain a sense of belonging and alignment with the company’s goals beyond profitability. This shared purpose can lead to increased employee engagement and motivation, as individuals feel they are part of a larger movement aimed at making a positive impact on the environment and society.

If you encourage dialogue about sustainability within your organization, creativity and innovation could be sparked. Employees from diverse backgrounds and roles can collaborate to brainstorm sustainable alternatives to existing processes or products. This bottom-up approach can yield groundbreaking ideas that might not have emerged through a top-down decision-making structure.

Your company’s internal culture directly impacts your external reputation. If your employees perceive the organization as genuinely committed to sustainability, they will become ambassadors of its values. This positive perception can resonate externally, enhancing your company’s reputation among clients, partners, investors, and the wider community.

YOUR CUSTOMERS

“We want to buy from companies which are more sustainable and are making good efforts.”

Present-day customers are increasingly aware of and concerned about environmental and social issues. According to a 2024 Global Sustainability Study by Simon-Kucher, the world’s leading pricing consultancy, *“There is a significant and nuanced shift in consumer behaviour towards sustainability, which indicates that sustainability is increasingly becoming a standard consideration in purchasing decisions.”*

Customers are more interested in non-material factors such as sustainable sourcing or sustainable products and want more information to make sure your efforts meet their requirements, and you can back up your claims. They look for products that are made from sustainable materials, have minimal packaging, and are energy-efficient. Therefore, they can use their purchasing power to support companies and products that align with their values. Thus, your company should demonstrate its commitment to these values.

You should take into special consideration the eco-conscious Gen Z generation, born between 1997 and 2012, since they are growing up in a world of climate change, pollution and plastic waste, and they are acutely aware of the impact that humans have on the environment. As a result, they have a strong commitment to sustainability and think that companies should take responsibility for environmental issues and be held accountable for their environmental impact. Zees are willing to pay more for eco-friendly and ethically sourced products.

YOUR INVESTORS

“We want to invest in companies which are true to their sustainability commitments.”

Investors have begun to evaluate companies based on their sustainability policies and practices. Today investments are often channeled towards environmentally and socially responsible projects through regulations aiming at the financial market participants. As a result, banks and investors are under growing public scrutiny towards their investments.

You should clearly and transparently communicate your sustainability efforts to reassure investors that your company is well positioned for the future, mitigating risks and capitalizing on sustainability-related opportunities. This is particularly relevant in the context of growing interest in Sociably Responsible Investing (SRI) and Environmental, Social and Governance (ESG) criteria. Investors look for sustainability (or ESG) factors which are likely to have an impact on your company’s financial performance.

Therefore, if you show a strong commitment to environmental and social issues, you could enjoy better access to capital because banks and investors increasingly view sustainable companies as more attractive, better managed, facing lower risk, as well as aligned with the growing demand of the market.

YOUR SUPPLIERS

“We want to work with companies that respect and share our sustainability values.”

As sustainability gains momentum in society at large and among economic actors in particular, more and more companies seek business partners and collaborators that share their commitment to sustainability. This will eventually lead to more sustainable value chains.

You should use your communication efforts to signal your company as a sustainability-oriented partner. This will give you visibility in the market of suppliers and eventually access to suppliers of key inputs interested in doing business preferably with companies that care about society and the environment.

At the same time, you can seek for suppliers that are also active in building and promoting a truly sustainable company. In this vein you can reinforce each other’s strategies and create a solid foundation for sustainable network of companies that may share good practices or even lobby for socially- and environmentally-friendly policies that may leverage your sustainability-oriented actions.

With increasing consumer awareness of environmental issues, many suppliers are motivated to adopt sustainable practices. This may include reducing waste, sourcing materials ethically, or investing in renewable energy. Aligning with sustainability goals can enhance their appeal to environmentally conscious buyers and create a competitive advantage.

WHAT ARE YOUR SUSTAINABILITY COMMUNICATION CHANNELS?

YOUR WEBSITE

It is a great place to showcase your vision, goals and accomplishments, as well as provide more details, stories and evidence of your impact. We'll present some good examples from our research within ARIES4 project.

If you want to learn more about the sustainability efforts of the companies below, please go to www.aries4.eu and download our publication "**Aries4 Case Book – Sustainability of SMEs across Europe**".

Gårdarna i Värmland It is a Swedish farm which has several focuses with its production: the forest, plant growing, meat production (lamb), and accommodation/hospitality. The sustainability message they communicate to their customers via their website is *"Our Värmland farms like to cooperate and want to give you an authentic Värmland feel and taste! Shopping locally produced goods from Gårdarna i Värmland, benefits our farms and rural businesses, who through our cooperation avoid middlemen and we can develop our own concepts according to your wishes."*
<https://www.gardarnaivarmland.se/>

Naturbyn It is a Swedish micro company. Its business idea is about offering guests a unique stay in Naturbyn's cottages and experience village. Through its website, the company conveys the following message to its customers: *"You have the opportunity to feel inner peace and experience the simple things in life and to do it on nature's terms."* The company supports its website sustainability message with relevant videos.
<https://www.naturbyn.se/naturbyn-videos/>

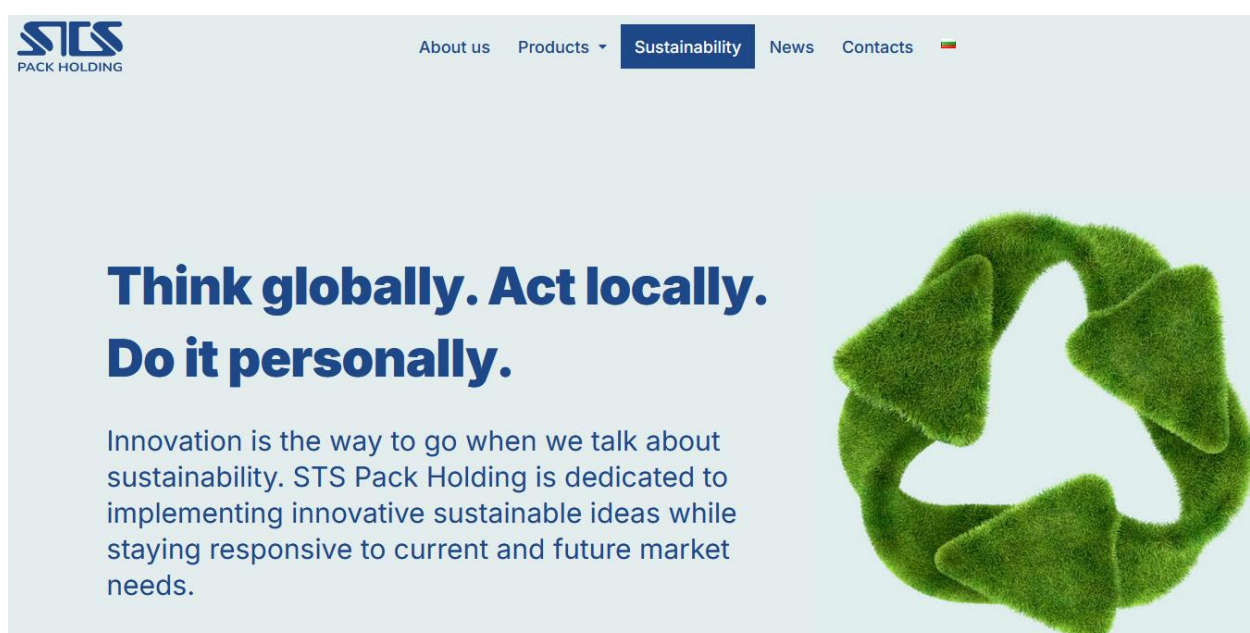
BeePlanet It is a Spanish company specialized in recycling and reuse of electric vehicle batteries. BeePlanet's commitment to the environment and resource efficiency has positioned the company as one with values, a mission and vision that are considered in all phases of the company's activity. Its website clearly indicates that it complies with 5 of the 17 Sustainable Development Goals (SDG) and is the perfect example of how to convey your sustainability message to your target audience.
<https://beeplanetfactory.com/en/>

Moa Foodtech It is a Spanish a B2B platform for healthy and sustainable ingredients obtained by food by-product's valorisation through fermentation process optimised with our own artificial intelligence tool. The company

communicate the following sustainability message through its website:
"We combine biotechnology and artificial intelligence to transform by-products of the agri-food industry into a " next generation protein " with high nutritional value and 100% sustainable."

<https://www.moafoodtech.com/>

You can also create your own **landing page** to communicate your sustainability engagement. One best practice comes from STS Pack Holding.



STS Pack Holding

STS Pack Holding is a Bulgarian company located in the region of Gabrovo. It is specialized in manufacturing high quality laminated tubes from both ABL (aluminum-barrier layer) and PBL (plastic-barrier layer) foil. It's sustainability mission, visible on their landing page, is

- to minimize waste from the manufacturing process;
- to minimize carbon emissions;
- to develop recyclable and reusable packaging;
- to efficiently use resources and energy;
- to engage employees to be more conscientious.

If you'd like to learn more how the company manages to achieve the above goals, you could visit their sustainability landing page at:

<https://www.stspackbg.com/en/sustainability/>

SOCIAL MEDIA

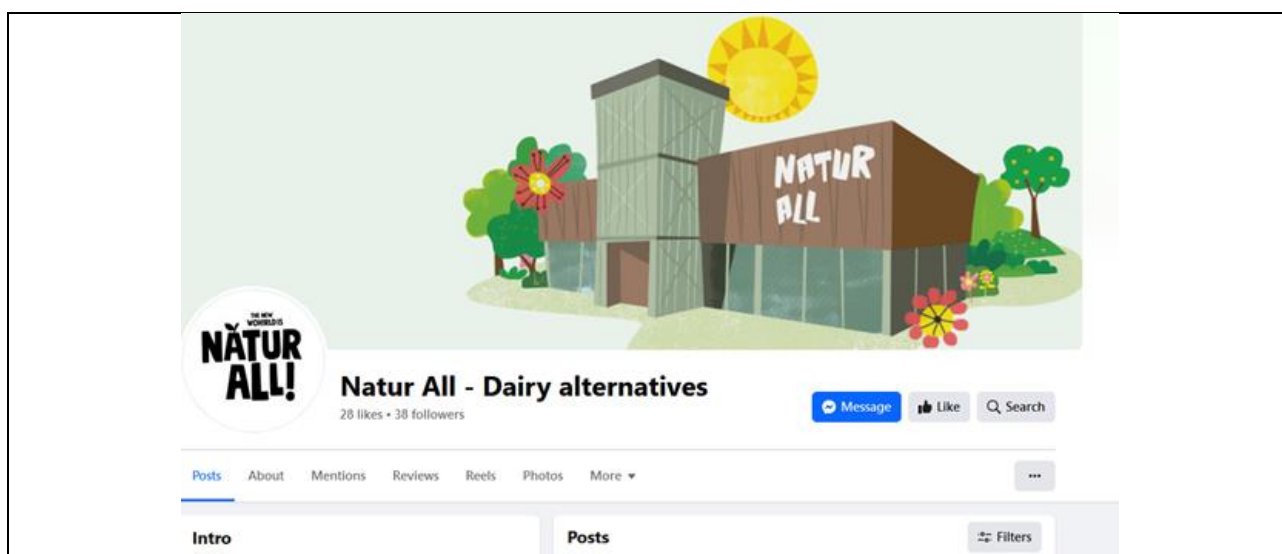
Social media is another powerful channel to use for conveying your sustainability message. Do not forget that social media is about communication. Therefore, it is important to engage with

your audience and respond to their comments and questions. You should do your best to respond to questions/comments. Even if it's just liking a comment, someone leaves on social media. You want to build a brand and community in the digital space, not just a random following! Engaging shows that you are listening and that you care about the audience.

Social media also provides a platform to educate your audience about environmental issues and inspire them to act. Utilize high-quality images and videos to showcase sustainability initiatives, such as eco-friendly products, renewable energy projects, or conservation efforts. Use captions to provide context, educate followers on environmental issues, and share personal stories that resonate emotionally. Incorporate interactive features like polls, quizzes, and Q&A sessions to encourage audience engagement and dialogue.

You should also carefully consider your customers when choosing a social medium. Gen Z are digital natives, so they rely much on Instagram and TikTok, whereas older generations often prefer Facebook, LinkedIn and YouTube.

A good example of using social media (LinkedIn, YouTube, Facebook) is NaturAll, a Spanish company specialized in plant-based drinks. They provide clear and attractive messages supported by challenging images and videos. For more information you can visit their website: <https://www.naturall.bio/en>

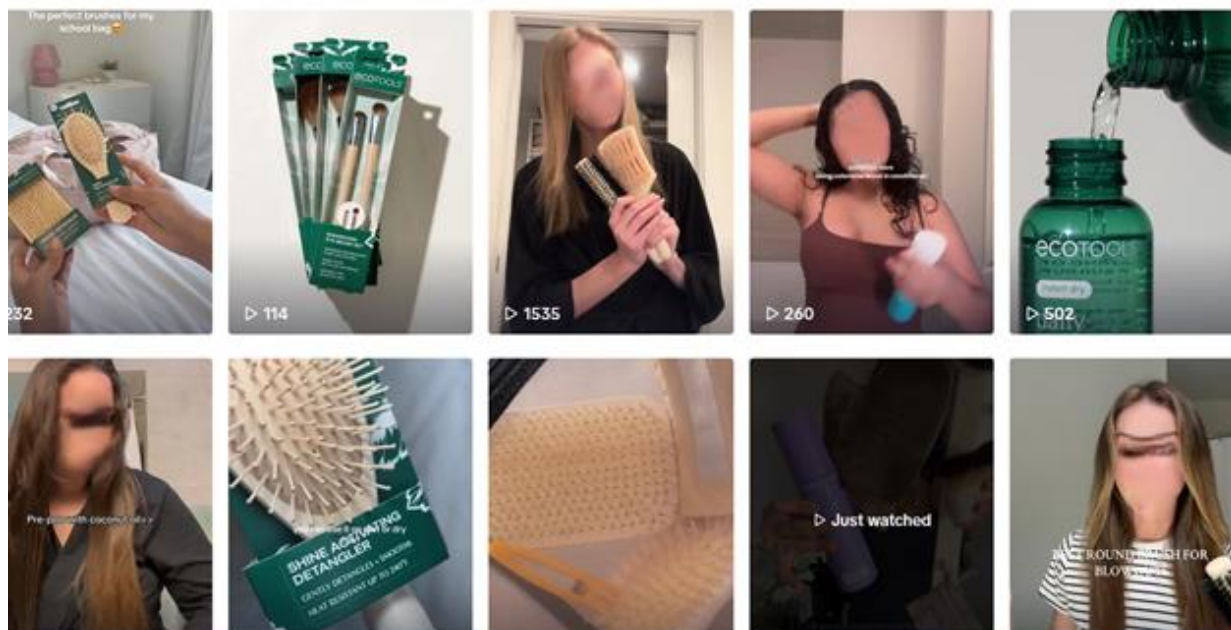


INFLUENCERS

Influencers have great potential to communicate your sustainability efforts, especially among Gen Z customers. As Jaya Adapa, senior vice president of media and content at Futerra, a creative agency and sustainability consultancy, says *"This is the single most effective marketing*

tool that's ever been created. If you think about spending \$1 on any form of marketing, whether it be television, radio, social media, ads, direct marketing with influencers is the highest ROI, lowest investment way to communicate your message." Influencers are willing to get involved in sustainability issues. You can collaborate with influencers who align and support your brand values in order to connect with like-minded customers in a meaningful and authentic dialogue. They can at least raise awareness of what to do and how (e.g. shop for products that are sustainable and from companies which demonstrate that sustainability is a priority at each level).

A good example of using influencers is the Spanish company EcoTools, which, as they say, "creates beauty and self-care products that fit right into today's mindful, wellness-oriented lifestyles". They actively use social media such as Facebook, Instagram, X and TikTok, as well as different influencers who demonstrate their products on the above media. You can visit their website at: <https://ecotools.com/>



DEMONSTRATIONS

Demonstrations of your brands give you an opportunity to directly tell your sustainability story to customers and show your sustainability achievements. Here is a good example from our research within ARIES4 project. If you want to learn more about the sustainability efforts of the company, please go to www.aries4.eu and download our publication "**Aries4 Case Book – Sustainability of SMEs across Europe**".

Senstate
Technologies

It is a Bulgarian company which develops next generation IoT data-driven applications and hardware devices for collecting sensory data and broadcasting information through secured communication channels. The solution consists of hardware – a station with sensors inside to detect the environmental pollutants, such as particulate matter, and software which is cloud-based and presents the data readings from the sensors in real time, and then also stores it for further analysis. The goals of the company include sustainability and digitization. Senstate Technologies has proven commitment to the Sustainable Development Goals (SDG). The developed solutions by the company fully align and maximize contribution to at least four of the goals, namely SDG 3: Good Health and Well Being and SDG 6: Clean Water and Sanitation, SDG 11: Sustainable Cities and Communities, SDG 13: Climate Action. The company's main clients are schools, universities and municipalities. To present its sustainability commitment the company organizes demonstrations of its products along with interactive screens presenting a set of interesting and educational facts regarding the pollutants in our environment, what causes them and what we can do to prevent pollution.

<https://senstate.com/>

PACKAGING & LABELLING

Packaging and labelling are a great way to display your sustainability credentials, certifications and claims, as well as educate customers about the environmental and social benefits of your products or services. A color, an icon, a well-thought label can communicate directly different information: for example, the plastic saved using a flexible packaging instead of a rigid one or the savings in terms of CO2 or energy consumed. Specific data is more effective than generic claims. For example, the phrase "This packaging is produced with 97% recycled plastic" is better than a vaguer "Recycled plastic packaging": it shows how the brand is careful to give the right and timely information, without persuading the consumer with deliberately vague or misleading information.

For small or local brands, it is a good idea to insert the message on the sustainability of packaging in a broader story on the value of the product. A good example is the one provided by Pastili, BG in their pack of Hive Boutique. Information on the packaging made of 100% recyclable material is listed along with other features that tell the value of the product: 100% natural and handmade.



Pastili

Pastili is a Bulgarian company located in the region of Gabrovo. It is specialized in the production, processing and packing of Bulgarian honey and bee products. Pastili is also the biggest honeycomb producer in Europe. The business model that they stick to is to operate both the primary production of bee products and the whole processing and packing process. Their apiaries are certified for organic farming and the production process is carried out in our GMP and HACCP certified factory in full compliance with the EU standards.

They are focused on producing highest possible quality and perfectly looking end products. Their whole business is structured for producing and packing finished products directly for the retail businesses around the world.

<https://pastili.com/>

Lacturale

Lacturale is a Navarre-based company that markets milk through an integrated production process, covering the entire value chain. Strongly committed to a sustainable approach since its beginnings, the packaging of its products reflects this commitment. Lacturale places a strong emphasis on environmental care and sustainability in their milk production process. They are committed to producing milk that is sustainable for the environment, recognizing that their profession is closely tied to the land.

<https://www.lacturale.com/eu/>

Lacturale is also a very good example of conveying their sustainability effort through packaging.



EMAIL MARKETING

Email marketing is also a great tool to send personalized and targeted messages and prospects to customers, highlighting your sustainability efforts and achievements, as well as offering incentives, rewards and opportunities to join your cause.

INVESTOR BRIEFINGS

Investor briefings allow your company to discuss sustainability information directly with investors. You can demonstrate to them how your ESG strategies and performance translate into financial value. A good example is again OK Värmland economic association, which engages investors in dialogues providing the insights that in addition to cleaner energy and reduction of greenhouse gas emissions, their goals and activities will include, among other things, sustainable water usage, biodiversity, good working conditions. This harmonizes with the UN's sustainability goals and helps the company to prioritize investments but also to measure results and that the change process leads in the right direction.

SUSTAINABILITY REPORTS

A sustainability report is a form of a non-financial report that can help you to convey your progress toward goals on a variety of sustainability parameters, including environmental, social and governance metrics, as well as risks and impacts you may face, at the moment or in the future. To provide complete transparency in communicating the progress and efforts in sustainability, you can include photographs, numbers, charts, infographics, etc. There is no set format, but you should involve disclose company's environmental, social, and governance (ESG) goals and communicate the company's progress and efforts to reach those goals.

The sustainability report is a good tool for providing **valuable information to investors** about your company's performance beyond just traditional financial measures. The benefits of your sustainability report are as follows:

- It can help improve transparency and enhance your brand image
- You can identify risks and opportunities that may impact your company's long-term performance.
- You can mitigate impacts from potential ESG risks.
- You reduce waste and thereby increase cost savings.
- You can ensure that your company is in compliance with regulatory requirements.
- You can make more effective strategic decisions.

Here is a good example from our ARIES4 research. If you want to learn more about the sustainability efforts of the company, please go to www.aries4.eu and download our publication “*Aries4 Case Book – Sustainability of SMEs across Europe*”.

OK Värmland It is a Swedish regional cooperative organization with a main focus on economic mobility and energy provision. OK Värmland is an idea-, or values-driven association organization that contributes to economic and social wealth for both its members and society at large. The core of the business is the sale of fuel and offering charging infrastructure, car washing stations, groceries, fast food, and package delivery. There are 30 gas stations of which 16 are manned. Their vision is that the whole of Värmland region should prosper and live. Although the sustainability reporting model is quite simple, and not third-party audited, there is an approach at OK Värmland to sustainability report its operations. The sustainability report is made in the same document as the annual report. Despite its simplicity, it seems to provide support for OK Värmland to reconsider its role and function in society in relation to the vision and sustainable development in general.

<https://www.okvarmland.se>

Another good example for developing a sustainability report is Conor, a bike producer company from Navarre. They have published it on their website: <https://conorbikes.com/gb/content/24-sustainability-report>

EMPLOYEE-LED SUSTAINABILITY INITIATIVES

This is the perfect way to engage your employees in your sustainability practices. Employee green teams have started to appear in some companies. An employee green team is a group of passionate employees who are focused on driving sustainable workplace practices. This is generally an employee-led team with executive support to implement green initiatives within the organization. Here are some good ideas for such initiatives:

- Establishing a recycling program and train employees to “recycle right”;
- Run communication campaigns encouraging employees to save energy, water and paper in the office, such as a regular newsletter;
- Arrange guest speakers on sustainability-related topics;
- Organise a beach or nature clean-up, or tree-planting exercise;
- Arrange regular recycling collections for e-waste and batteries;
- Encourage sustainable gifts for marketing purposes or employee recognition prizes.

IKEA

IKEA is one of the companies that actively engages its employees in its sustainability practices. Its recent "*People & Planet Positive*" strategy to address sustainability challenges involves its employees in participating in projects to reduce waste, improve energy efficiency, and source materials sustainably. Through collaboration with its employees, IKEA has made strides in transforming its operations to align with its sustainability goals.

CINFA

It is a Spanish company based in Navarra. On their web site for commitment, they show different projects in which they are involved, and one of them is CINFATEAMING. This is an initiative consisting of team micro-donations in which Cinfa workers who want to can contribute one, two or three euros from their monthly salary to support social projects. These projects are proposed and chosen by the employees themselves and the company also participates by doubling the amount collected. Since its inception at Cinfa in 2012, workers have collaborated in more than one hundred projects of different types, contributing more than 370,000 euros. The initiatives include help with rehabilitation therapies for children with different diseases, or collaborations with centres for people with Alzheimer, MS, etc.

[\(https://www.cinfainternational.com/our-commitment/\)](https://www.cinfainternational.com/our-commitment/)

GREENWASHING AND GREENHUSHING

With sustainability communication, you might find yourself navigating between two conflicting challenges: greenwashing and greenhushing.

GREENWASHING

Greenwashing appears when you exaggerate or falsify your sustainability credentials, i.e. when you superficially represent your environmental friendliness without any substantive actions to back it up. The EU Parliament has voted in favour of banning greenwashing and making durability information clear and easily accessible to consumers. Natural, eco, environmentally-friendly... Many products have these labels, but very often those claims are not proven. The EU wants to make sure that all information on a product's impact on the environment, longevity, reparability, composition, production and usage is backed up by verifiable sources. To achieve that, the EU will ban:

- generic environmental claims on products without proof;
- claims that a product has a neutral, reduced or positive impact on the environment because the producer is offsetting emissions;
- sustainability labels that are not based on approved certification schemes or established by public authorities.

Some companies have already been sued for greenwashing. For example, H&M was sued for "false" and "misleading" sustainability marketing in 2022. According to the lawsuit, H&M's created illusion "that old clothes are simply turned into new garments, or that clothes will not end up in a landfill" is misleading, adding that "recycling solutions either do not exist or are not commercially available at scale for the vast majority" of H&M's products.

GREENHUSHING

Greenhushing occurs when you downplay or even keep quiet about your sustainability achievements despite having made genuine progress in the field of sustainability. The reasons are various – e.g. you may fear that your efforts are not comprehensive enough to be publicized or you may view your sustainability strategy as a competitive advantage to be kept hidden.

Nevertheless, greenhushing can be counterproductive. If you don't communicate your sustainability efforts, you can miss the opportunity to position your company as a leader in the sustainable market. This silence can lead to decreased customer confidence, reduced investor interest and a lack of employee engagement.

Thus, it is important to strike **the right balance**. Avoiding greenwashing and greenhushing, you should aim at honest and transparent communication about your sustainability journey.

SUSTAINABILITY COMMUNICATION CHECKLIST

DEFINE YOUR GOALS	
Identify the purpose of your communication (awareness, education, engagement).	
Set measurable objectives (e.g., increase awareness by X%).	
KNOW YOUR AUDIENCE	
Identify target audiences (stakeholders, customers, community).	
Understand their values, needs, and preferences regarding sustainability.	
CRAFT CLEAR MESSAGES	
Use clear and concise language.	
Highlight key sustainability initiatives and their benefits.	
Avoid jargon; use relatable terms.	
USE CREDIBLE SOURCES	
Back up claims with data from reputable organizations.	
Cite sources to build trust and transparency.	
HIGHLIGHT IMPACT	
Showcase the positive outcomes of sustainability efforts.	
Use stories and case studies to illustrate real-world impact.	
ENGAGE AND INVOLVE	
Encourage audience participation (surveys, feedback, events).	
Provide actionable steps for individuals to contribute.	
UTILIZE MULTIPLE CHANNELS	
Leverage various communication platforms.	
Tailor messages to fit the medium and audience.	
VISUAL APPEAL	
Use graphics, infographics, and images to enhance understanding.	
Ensure visual content aligns with your brand and messaging.	
MONITOR AND EVALUATE	
Track engagement metrics (likes, shares, comments).	
Gather feedback to assess the effectiveness of your communication.	
BE AUTHENTIC AND TRANSPARENT	
Share both successes and challenges in sustainability efforts.	
Communicate regularly to keep the audience informed.	
STAY INFORMED	
Keep up with trends and developments in sustainability.	
Update your communication strategies accordingly.	
BUILD PARTNERSHIPS	
Collaborate with like-minded organizations to amplify your message.	
Share resources and knowledge to strengthen the impact.	



Dear Managers,

You have come to the end of our sustainability communication journey. Our ARIES4 team hope that you have enjoyed it.

By following the sustainability communication checklist, you can create a robust sustainability communication strategy that resonates with your audience and promotes meaningful engagement.

IT'S YOUR TURN TO MAKE A DIFFERENCE!



RESOURCES

1. <https://aries4.eu>
2. <https://www.stellamccartney.com/bg/en/sustainability/sustainability.html>
3. <https://www.simon-kucher.com/en/who-we-are/newsroom/simon-kucher-unveils-2024-global-sustainability-study-majority-willing-pay-more>
4. <https://kadence.com/en-us/why-gen-z-values-sustainability-tips-for-marketing-to-the-eco-conscious-generation/>
5. <https://page.greenfutureproject.com/making-impact-possible-a-green-future-project-blog/internal-sustainability-communication>
6. <https://peoplethriver.com/how-important-sustainability-is-to-employees/>
7. <https://www.wearebeem.com/the-crucial-role-of-communicating-sustainability-in-internal-communications/>
8. <https://trellis.net/article/3-effective-ways-social-media-influencers-communicate-about-sustainability/>
9. <https://www.meltwater.com/en/blog/sustainability-influencers>
10. <https://econsultancy.com/four-brands-partnering-influencers-purpose-driven-marketing>
11. <https://blog.packstyle.com/en/packblog/communicating-the-sustainability-of-packaging>
12. <https://www.ongage.com/blog/sustainable-email-marketing/>
13. <https://www.engagegroup.me/knowledge-hub-blog/the-shift-to-sustainability-how-employees-are-driving-corporate-climate-initiatives>
14. <https://www.europarl.europa.eu/topics/en/article/20240111STO16722/stopping-greenwashing-how-the-eu-regulates-green-claims>