

# Sustainability Communications



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# 01\_introduction

Sustainability is firmly on the international agenda and, as aviation, travel and mobility communications specialists, we are working with our clients' brands to develop and execute robust sustainability propositions and roadmaps.

Good environmental conduct is no longer a 'nice to have'; it's a business imperative to not only talk about it, but actually change your company's behaviour.

As reputation experts, we have shaped and implemented many sustainability communications plans for our clients. We can help you with your sustainability communications strategy, positioning your business for long-term growth. And with our partners at sustainability management consultancy Terrafiniti, we can help you make sure you are *doing* the right thing, as well as saying the right thing.



## **02\_the importance of sustainability communications for your growth**

There is now mass consumer awareness of the climate crisis due to the actions of activist groups and individuals like Extinction Rebellion and Greta Thunberg, who was invited to speak at the United Nations Climate Action Summit.

As a result, consumers are voting with their feet against companies that can't highlight their sustainable practices. Similarly, many current and potential employees care deeply about their company's conduct and can be the harshest critics. To reassure your customers, retain staff and attract the best talent, you can't afford to ignore your own environmental impact.

While sustainability strides have been made in aviation, travel and mobility, there is still work to be done by many companies within these sectors to publicly disclose their own goals and how they plan to achieve them.

If you want your business to stay ahead of your competition and succeed in the 2020s and beyond, you need to communicate your actions.



## 03\_the 8020 approach

You may already have your sustainability value proposition in place, or you may be working on it. Through our four-phased Intelligent approach we will help you shape or identify your brand's values and purpose, turning them into action.

We start by analysing your business and use that information to create measurable campaigns that will protect your reputation and position your leadership team as industry influencers.



### Identify

If you are part way through your sustainability journey, or don't know where to start, we can help you understand what you're already doing in your business, the landscape within your sector, where your brand fits in and how you can make the most impact without greenwashing.



### Initiate

Following the Identify research phase, we will put together a multi-channel sustainability storytelling campaign to meet your objectives and develop behavioural change within your target groups.



### Influence

For sustainable actions to have true impact they need to influence others to follow suit. Our campaign will communicate your success, raising the profile of your leaders when it comes to sustainability and environmental topics and amplifying your brand's voice to join those already committed to building a better future.



### Improve

A good sustainability programme should always evolve. We measure all our campaigns and adjust as required to ensure your brand continues to move forward and reach your next goal, while supporting the bottom line.



## 04\_our services

The right combination of services to implement a sustainability communications campaign.



### Identify

#### Research and intelligence

- PESTLE analysis
- Market intelligence
- Stakeholder mapping
- Message testing
- Impact and/or strategy assessment with Terrafiniti (optional)
- Goal setting



### Influence

#### Sustainability leadership

- Corporate communications
- Thought leadership
- Speaker bureau

#### Reputation management

- Issues preparedness
- Crisis management



### Initiate

#### External communications

- Narrative development
- Multi-channel campaigns
- Creative and content development

#### Employee/internal communications

- Narrative development
- Internal campaign

#### Supplier communications

- Bulletin explaining company changes



### Improve

#### Employee engagement

- Stakeholder advocacy
- Responsible event management

#### Sustainability planning and partnerships

- Strategy and planning
- Stakeholder relations
- Influencer relations
- Strategic counsel



# 05\_our sustainability journey

As your partner in sustainability communications, we have been taking action to improve our own environmental footprint. Find out more on our website: <https://www.8020comms.com/our-sustainability/>



## 06\_our expertise

Our advice is based upon decades of reputation management experience and our monitoring of evolving sustainability best practice through forums, online discussion and training.

We also partner with sustainability management consultancy Terrafiniti, which has more than 30 years' experience advising global businesses on their sustainability and CSR strategies.

“ The world is changing fast, and the expectations of leading businesses to respond to environmental and social concern and challenges are growing too. Companies that develop clear and meaningful targets for their sustainability ambition, and communicate consistently about their focus and performance, will build the trust of their stakeholders and demonstrate they are part of the solution in moving towards a sustainable future. ”

*Joss Tantram, Partner, Terrafiniti*

Contact us to find out more about how we can help advance your sustainability reputation.

**[www.8020comms.com](http://www.8020comms.com)** or email **[hello@8020comms.com](mailto:hello@8020comms.com)**