



OLAND PURPOSE WORKS

Social Purpose Strategy for
Companies that Want to Do More

How to communicate your sustainability

Story

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Step 1

Know your audience(s)

01

VALUES

02

NEEDS

03

MATERIALITY

04

JUST ASK!

Audiences

or

Stakeholders

1

CUSTOMERS

2

EMPLOYEES

3

INVESTORS/DIRECTORS

4

REGULATOR

5

COMMUNITY

Step 2

YOU ARE
HERE

Introduce the
journey





Step 3

**Make it
measurable**



GOALS & TARGETS

**CREDIBILITY &
COMMITMENT**



Step 4

**Give it
structure**

Pro tip

**How to
avoid...**

**Honest
Authentic
Meaningful**



Get your green claims right

- **Truthful & accurate**
- **Clear & unambiguous**
- **Don't omit important info**
- **Make fair comparisons**
- **Consider a product's full life cycle**
- **Must be substantiated**

Step 5

Flesh out the story

Group A: Identify

Group B: Integrate





Step 6

Share your progress

Transparency

Disclosure

Reporting

Trust

Step 7

**Personalize
the story...**

01

RELEVANCE

02

FRAMING

03

RELATABLE



Step 8

Share the story

Website
Packaging
Annual Report
Employee
communications

Social media
Advertising
Facility



Step 9

The sequel

This is the story of a **journey**





The bigger story

Make efficiency initiatives part of something bigger



Appendix

ROI of sustainability

 **Lower operating costs**

 **Revenue growth**

 **Increased innovation**

 **Reduced risk**

 **Reputation**





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5 YEARS FORWARD

Where
will we
be in 5
years?