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

JUST ASK!

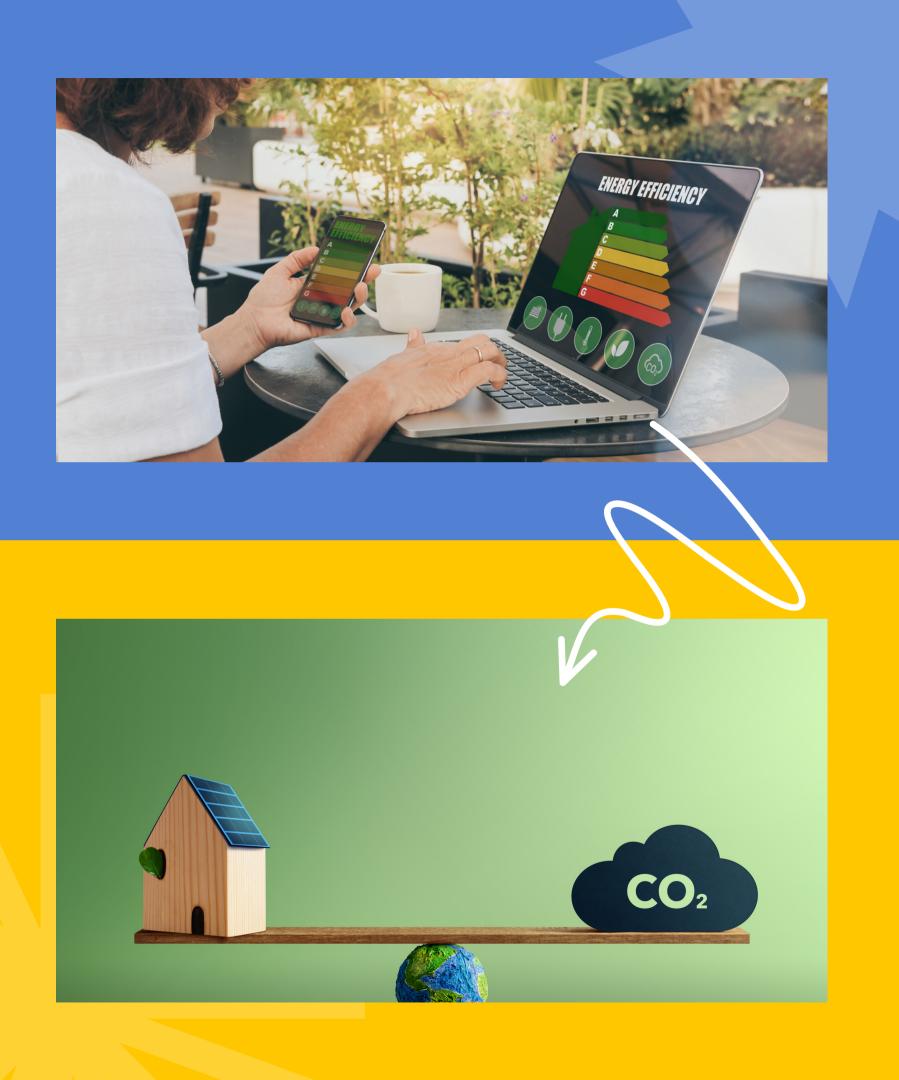
Audiences or Stakeholders

- 1 CUSTOMERS
- 2 EMPLOYEES
- 3 INVESTORS/DIRECTORS
- 4 REGULATOR
- 5 COMMUNITY





Introduce the journey



Make it measurable

GOALS & TARGETS

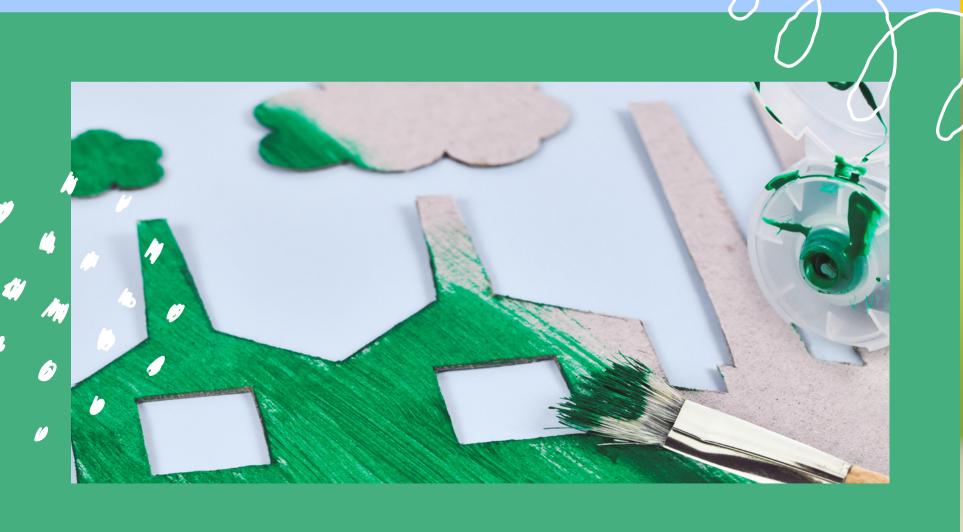
CREDIBILITY &
COMMITMENT



Give it structure

Protip 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

Flesh out the story

Group A: Identify

Group B: Integrate





Share your progress

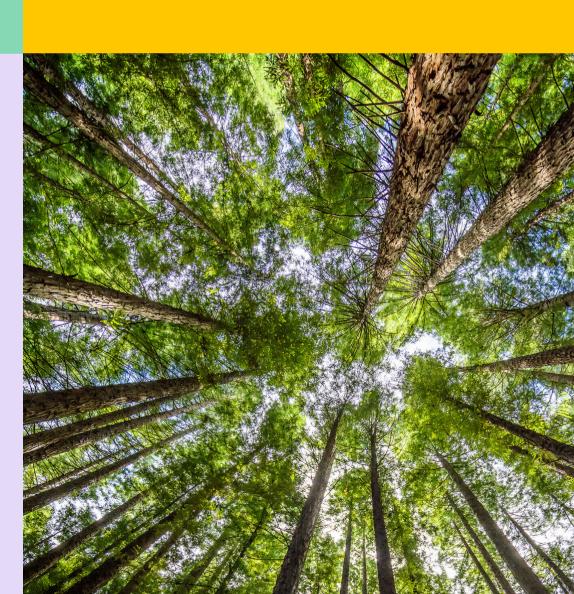
Transparency
Disclosure
Reporting
Trust

Personalize the story...

01
RELEVANCE

03
RELATABLE

02 FRAMING



Share the story



Website
Packaging
Annual Report
Employee
communications

Social media
Advertising
Facility



The sequel

This is the story of a journey





The bigger story

Make efficiency initiatives part something bigger

Appendix

ROI of sustainability



Lower operating costs



Revenue growth



Increased innovation



Reduced risk



Reputation







OLAND PURPOSE WORKS

Social Purpose Strategy for Companies that Want to Do More



