

COMMUNICATIONS
AT THE CROSSROADS:
**FROM GREEN WORDS
TO REAL ACTION**

March 2022

prv1.prv1.

REALITY

Intergovernmental Panel on Climate Change (UN) just published a 2022 (6th in a row) report on climate change. The report highlights the interdependence of ecosystems, biodiversity and communities and the desperate need for **urgent and collaborative action** from **governments, civil society** and the **private sector** to adapt and build **resilience**.

“The scientific evidence is unequivocal: climate change is a threat to human wellbeing and the health of the planet. Any further delay in concerted global action will miss a brief and rapidly closing window to secure a liveable future,”

Prof Dr Hans-Otto Poertner, Co-Chair of the IPCC Working Group II, in closing remark in 2022 IPCC report on climate change.

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“Any further delay in concerted global action will miss a brief and rapidly closing window to secure a liveable future” Hans-Otto Pörtner’s closing remark in the latest #IPCC report on #climatechange.

The report highlights the interdependence of ecosystems, biodiversity and communities and the desperate need for urgent and collaborative action from governments, civil society and the private sector to adapt and build resilience.

Read the full report here: bit.ly/3vCnoKo
Or visit <https://lnkd.in/dAAAd9CJb> to explore the resources available to businesses to take meaningful #climateaction.

The next decade is crucial.

The magnitude and rate of climate change and associated risks depend strongly on near-term mitigation.

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👍 🗨️ 🌱 66

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Limiting global warming to 1.5°C would substantially reduce projected losses and damages.

But irreversible impacts caused by the rise in weather and climate extremes have already pushed natural and human systems beyond their ability to adapt.

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We need to safeguard biodiversity and ecosystems.

Both are vital for climate mitigation and adaptation but are already under threat from climate change and global warming.

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To develop climate resilience, we need cross-sector collaboration.

Governments, civil society, and the private sector must make inclusive choices prioritizing risk reduction, equity, and justice.

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prv1.prv1.

„It is no longer optional for business leaders and policymakers to take actions on climate change. Let’s get to work!,,

B Lab

Source: B Lab LinkedIn, March 4th 2022

GOVERNMENTS

+

**CIVIL
SOCIETY**

+

**PRIVATE
SECTOR**

**NEED FOR COLLABORATION,
PARTNERSHIP, VALUECREATION**

**IN BUILDING
SUSTAINABLE
MUNICIPALITIES**

...

**SUSTAINABLE
BUSINESS**

...

**SUSTAINABLE
LIFESTYLES**

For living a sustainable life on our planet.

EVERY


STEP

COUNTS



prv1.prv1.

Every contribution could be a swing of butterfly wings towards set goals.



LIVING A SUSTAINABLE LIFE

ME AS AN INDIVIDUAL

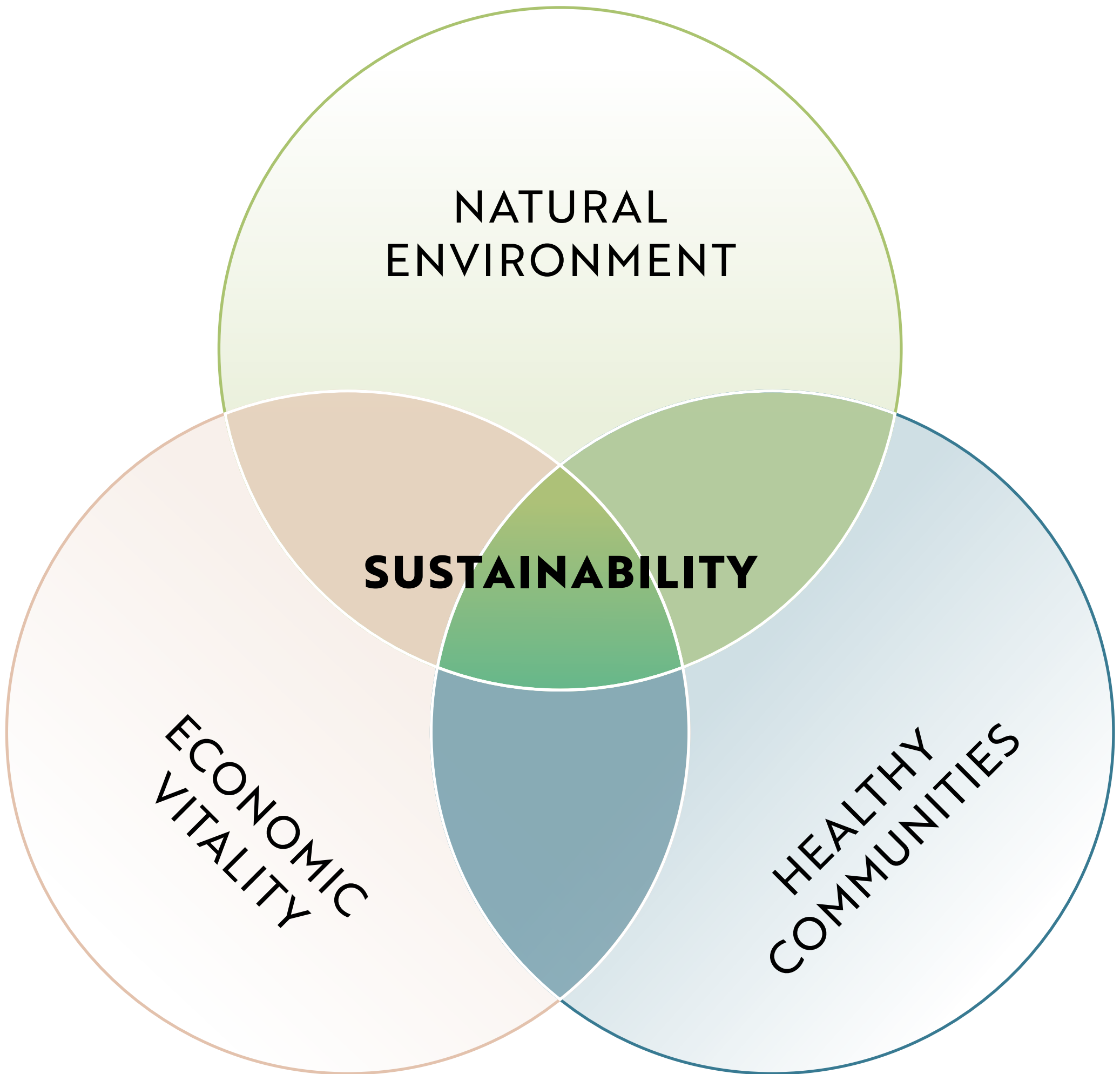
ME AS A COMMUNICATOR

ME AS AN EMPLOYEE:

- _ IN PUBLIC SECTOR
- _ IN PRIVATE SECTOR

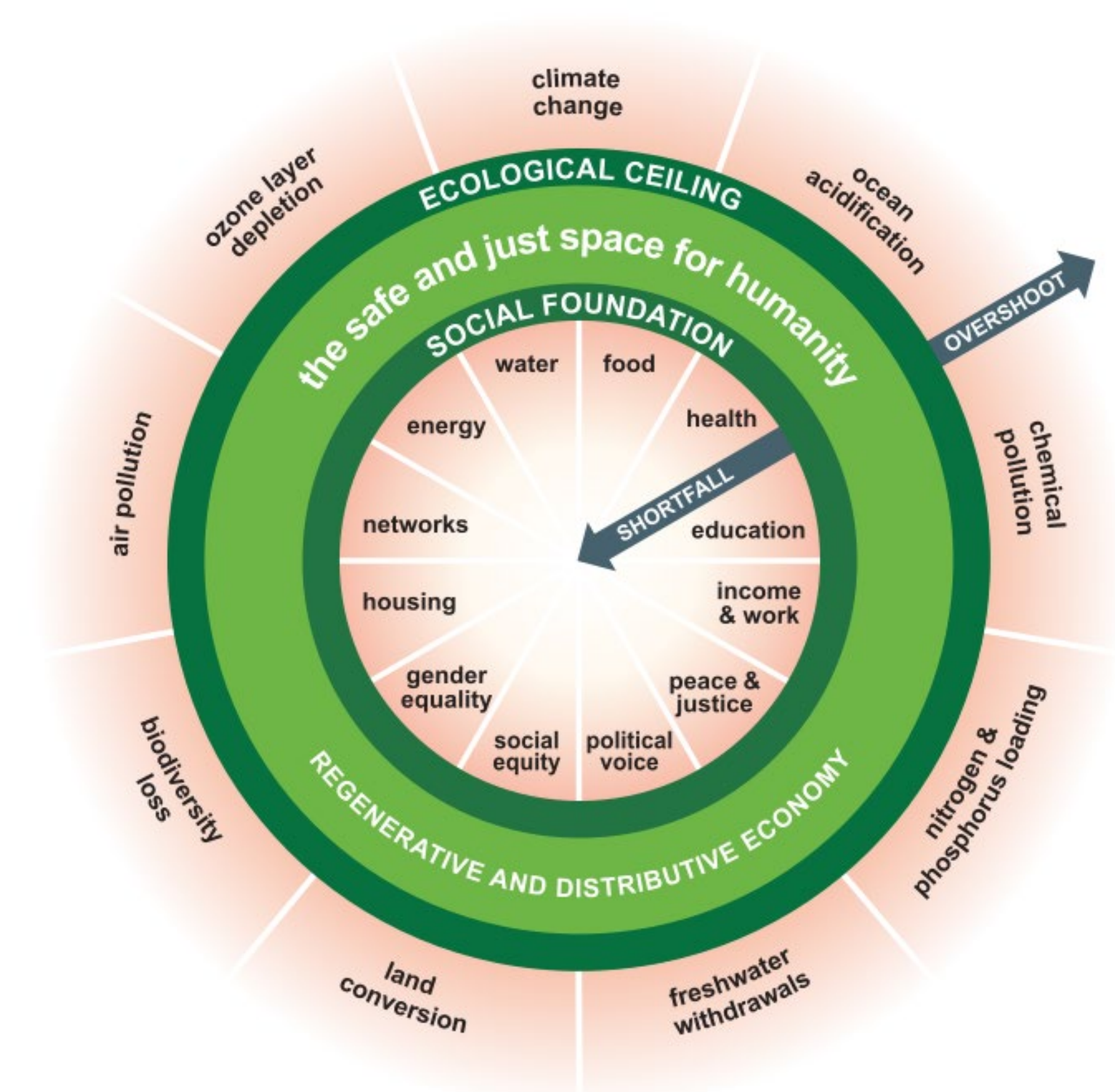
UNDERSTANDING SUSTAINABILITY

TRADITIONAL PILLARS
OF SUSTAINABILITY

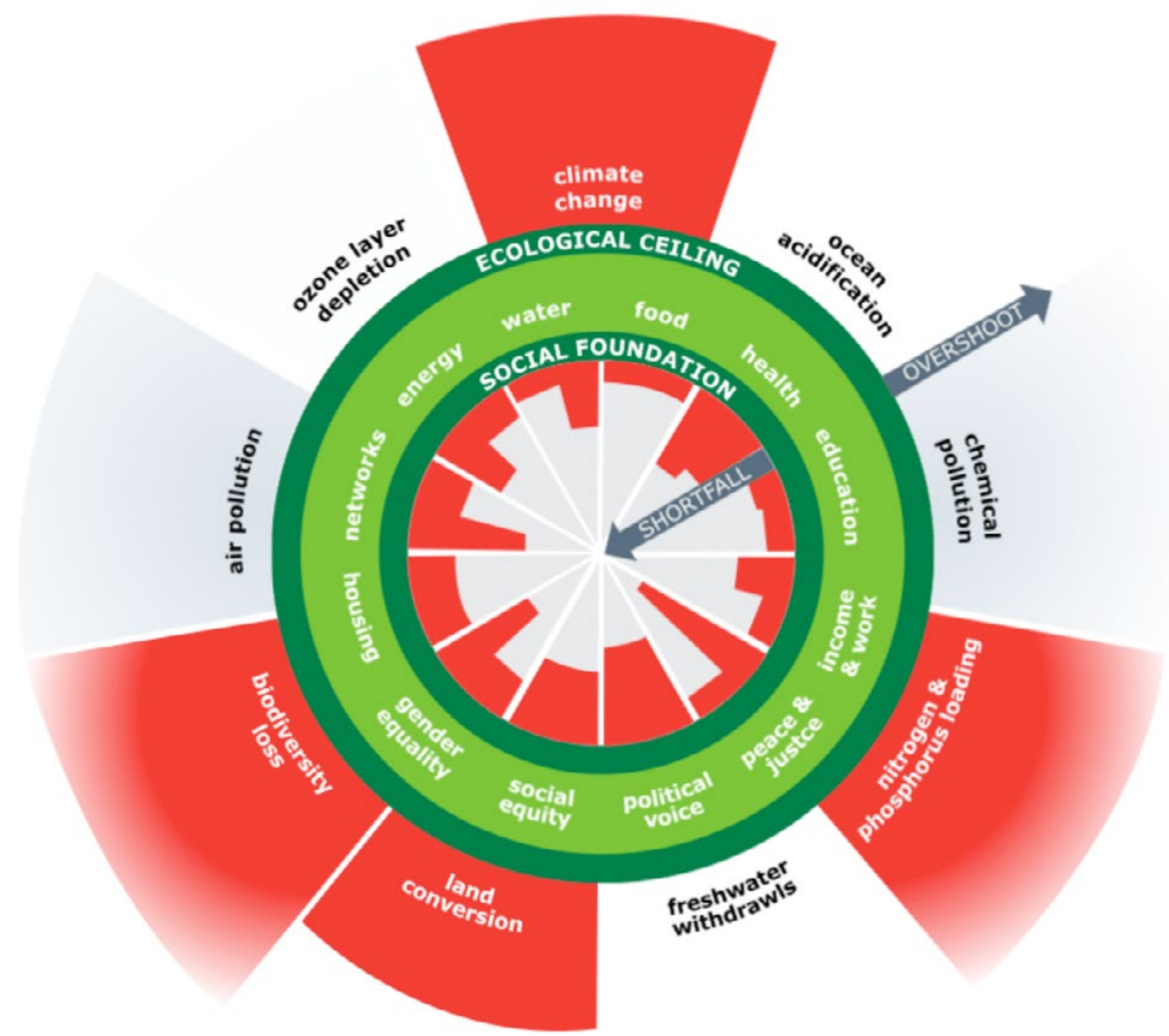


UNDERSTANDING SUSTAINABILITY

DOUGHNUT MODEL BY KATE RAWORTH



THE DOUGHNUT OF SOCIAL AND PLANETARY BOUNDARIES (2017)



● BEYOND THE BOUNDARY ● BOUNDARY NOT QUANTIFIED

Source: <https://www.kateraworth.com/doughnut/>



**LIVING BETWEEN THE
BOUNDARIES OF A
DOUGHNUT**



**ACTIVE
PARTICIPATION
OF EVERYONE**



RESPONSIBILITY

**SHARING INOVATIONS,
INSIGHTS, EXPERIENCES
FOR SYSTEMIC CHANGE**



**PARTNERSHIP,
COLLABORATION FOR
INOVATIONS AND
SYSTEMIC IMPACT**



REGENERATION



LET'S PUT IT SIMPLE: SUSTAINABILITY IS ...

- _ The way we **understand business**:
business as force of good.
- _ **The way we live** our lives.
- _ What directs and defines foundations
and **legislative frameworks** of states,
municipalities, communities.

**THIS IS THE WAY WE RESPECT THE
NATURE, THE SOCIETY, THE BUSINESS.**



HAVING THE GOAL IN OUR MINDS

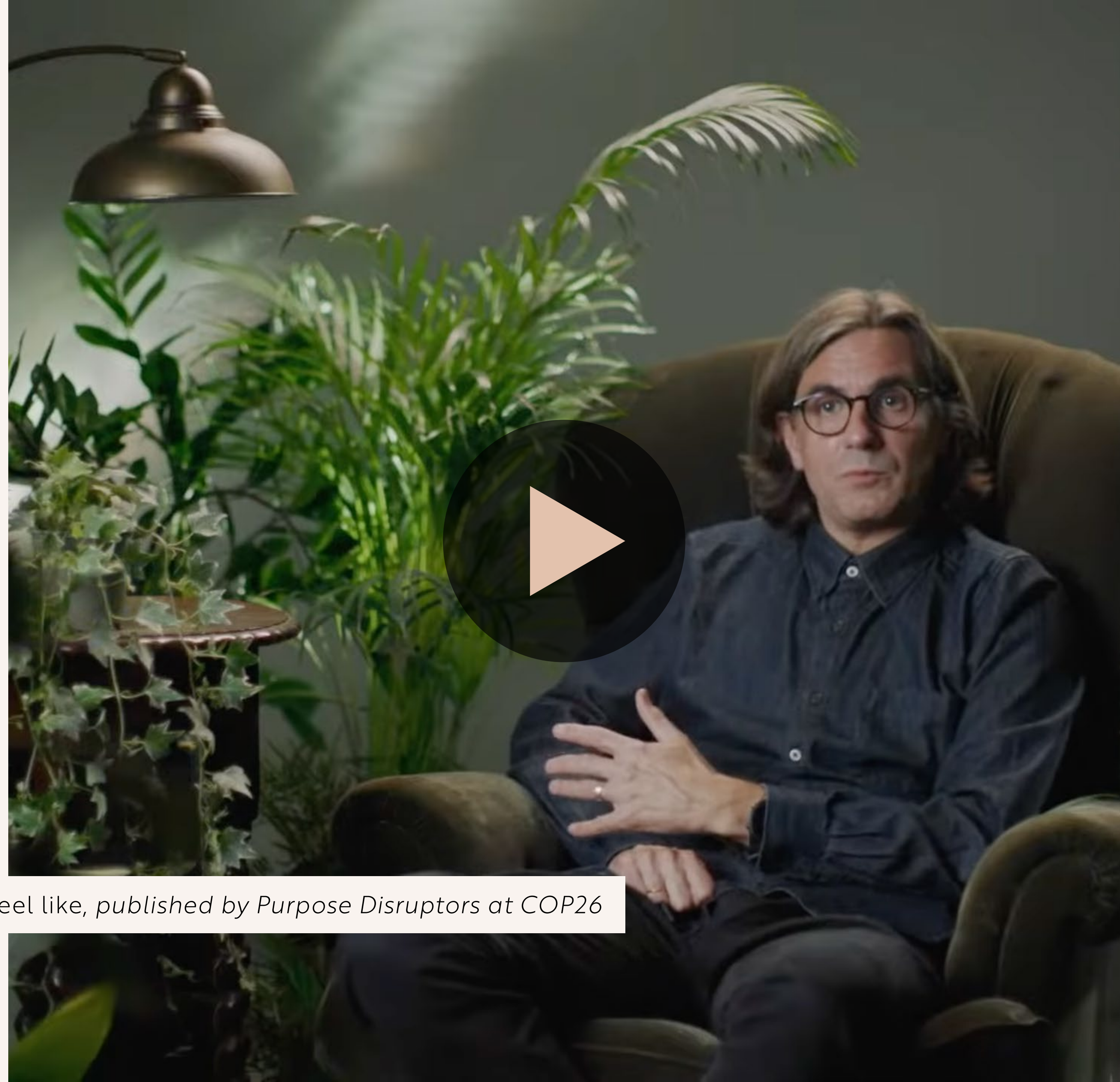
WHO DEFINES IT?

WHO INFLUENCES IT?

WHO HAS THE POWER TO REALIZE IT?

The goal: We all (governments, business, individuals and communities) need to embrace the philosophy of sustainable living

Good life 2030 – video what does a good life look and feel like, *published by Purpose Disruptors at COP26*



A high-angle, wide shot of a mountain range. The foreground shows a steep, rocky slope with patches of green grass and small yellow flowers. In the middle ground, a wide, light-colored scree slope descends towards a valley. The background features several sharp, jagged mountain peaks under a hazy sky. The overall scene is a mix of rugged rock and vibrant greenery.

COMMUNICATIONS AND MARKETING AS FORCE OF GOOD

HOW CAN I AS A COMMUNICATOR CONTRIBUTE?

GET YOUR „HOUSE“
IN ORDER

&

ACTIVATE THE POWER
OF COMMUNICATIONS

HOW CAN I AS A COMMUNICATOR CONTRIBUTE?

GET YOUR „HOUSE“
IN ORDER = OPERATIONALPRINT

&

ACTIVATE THE POWER
OF COMMUNICATIONS = BRAINPRINT

+ IMPACT / INFLUENCE



THERE IS
A HOUSE IN...

OPERATIONS



TRANSPORT to the office, to the meetings, business events etc.



The **OFFICE SUPPLIES** we use and in what quantities



CONSUMPTION of natural resources and who supplies them



WASTE we produce during the work process and where it ends

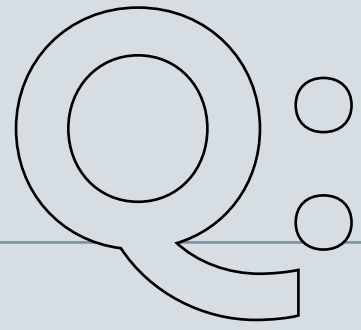


Our work **HABITS** and work **PROCESSES**



Workplace **CLIMATE**, relationships, equal opportunities, job satisfaction and fair pay





- _ How much **electricity** do we use during the work process and how could we limit consumption?
- _ Do we use **energy** from green sources?
- _ How much **water** do we use and how would we save it?
- _ When, where and how is all **waste** generated? Where does it **end up** - do we have a separation bin and is recycling taken care of?
- _ My **e-mail littering**? Could I send less mail?
- _ Are our **production processes** optimal? Do we follow the 5R philosophy during project production?



CAN WE MEASURE QUANTITIES WE SPEND/USE FOR ONE COMMUNICATION CAMPAIGN?

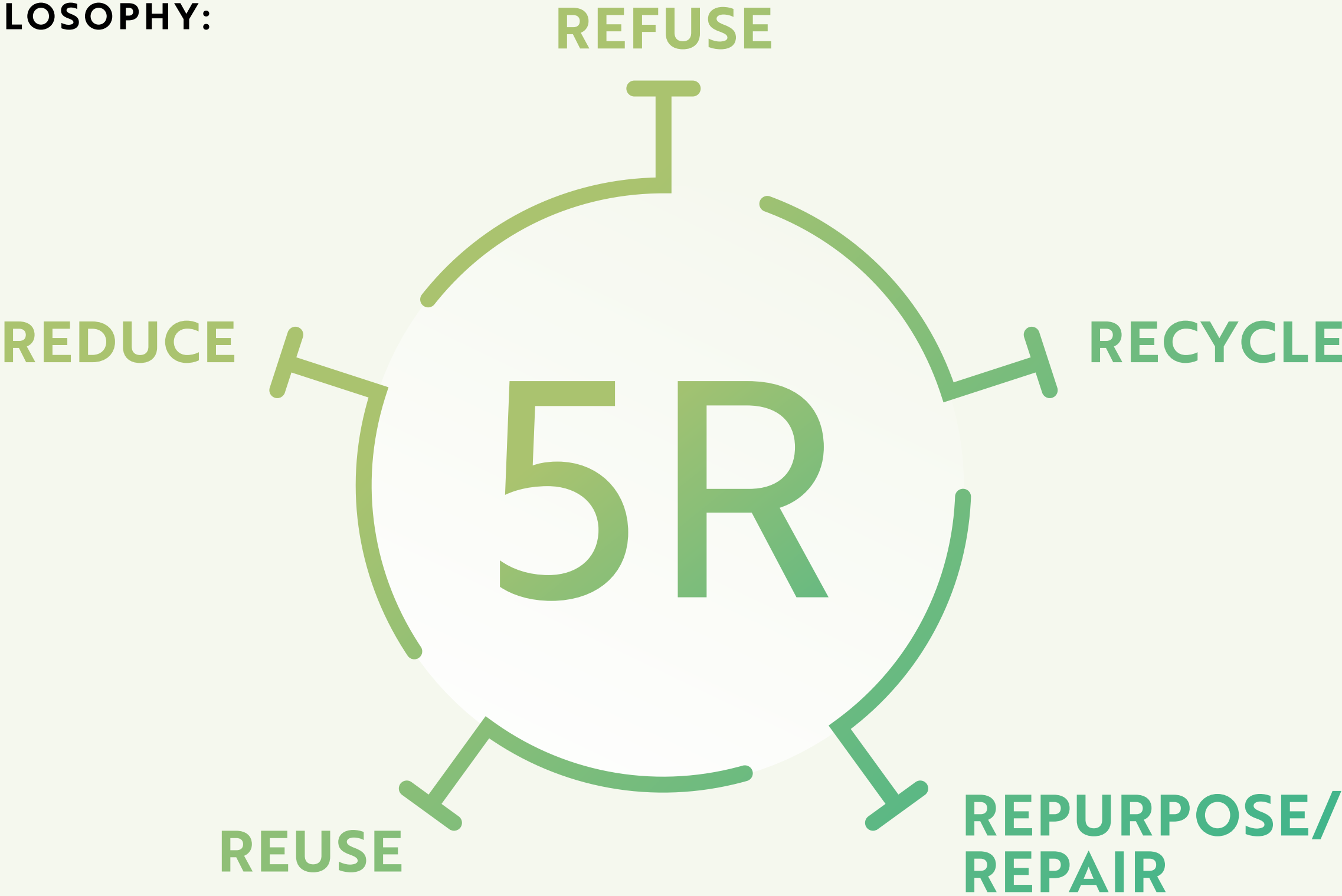
GREEN OFFICE:

1st step to get our house in order

THE GOAL:

reducing the environmental footprint of the office work

THE BASIC PHILOSOPHY:



5R

BASIC TIPS FOR YOUR INSPIRATION

WASTE

- _ Eliminate single use cups
- _ Eliminate individual trash cans
- _ Include recycling instructions near trash cans and recycling bins
- _ Use compostable trash bags in the kitchen
- _ Encourage the use of glass or other reusable packaging (for lunches etc.)

OFFICE SUPPLIES

- _ Use recycled pens
- _ Use recycled printing paper
- _ Encourage the lowest possible use of the printer
- _ Print double-sided

ENERGY

- _ Adjust your computer monitor: decrease the brightness, turn it off at night
- _ Optimize the use of natural light
- _ Invest in energy efficient lighting and smart plugs
- _ Adjust your thermostat, air conditioning

COMMUTING AND TRANSPORTS

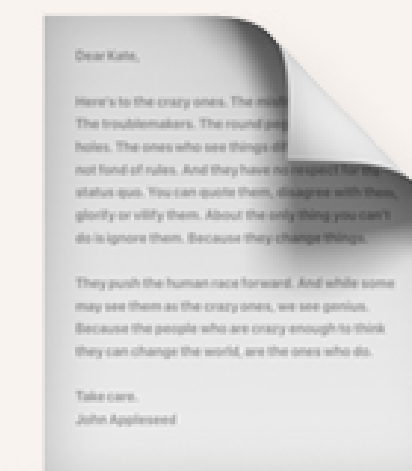
- _ Encourage commuting with an alternative form of mobility
- _ Establish a service fleet of e-vehicles, bicycles and more
- _ Encourage group driving to meetings, use of car sharingt

WATER

- _ Encourage water saving with tips and instructions in bathrooms
- _ Introduce water sensors
- _ Limit the amount of water for rinsing

OTHER

- _ Use eco-friendly cleaning products
- _ Buy fruits, vegetables, and other food from organic production and from local suppliers
- _ Put hand dryers in the bathrooms

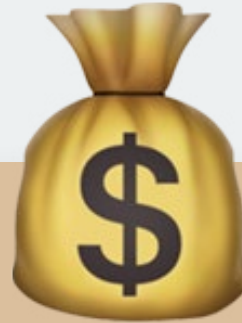


FOR MORE IDEAS AND INSTRUCTIONS EXPLORE DIFFERENT GUIDES

such as one published by Australian Commonwealth, State, and Territory government agencies (2001)

[https://epa.tas.gov.au/Documents/Green_office_guide\[1\].pdf](https://epa.tas.gov.au/Documents/Green_office_guide[1].pdf)

BENEFITS



**EXPENSES
REDUCTION**



**EDUCATIONAL
PROGRAM**



**INSPIRATION TO ADOPT
SUSTAINABLE HABITS**

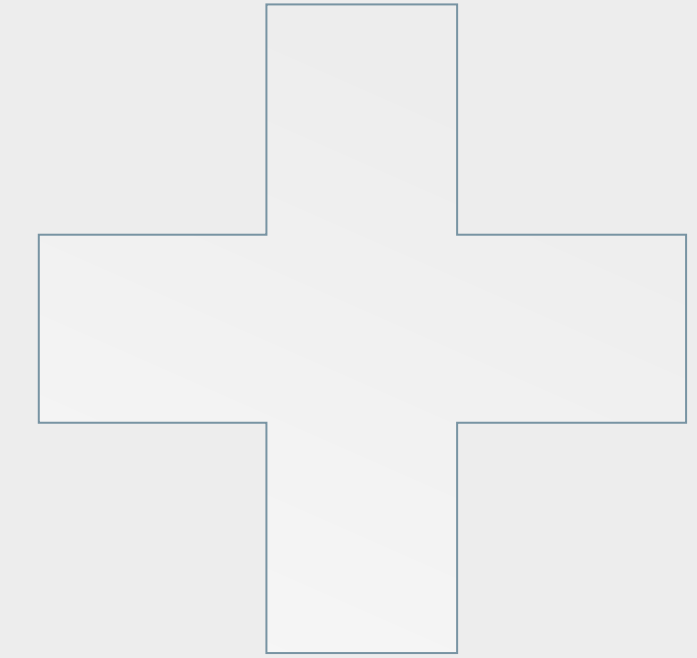
**INCREASED JOB
SATISFACTION AND
WELLBEING**



**A TOOL FOR
COMMUNICATION**



POSITIVE APPROACH AND ENTERTAINING IMPLEMENTATION



- _ Get employees onboard **while preparing** the project. Suggestions, innovations, upcycling ideas etc.
- _ Let the function of „**the green ambassador**“ become the goal and desire of every employee.
- _ A **resounding launch** of the project: an event where we present green novelties in an interesting way, introduce a green way of thinking and motivate employees.
- _ A motivational communication campaign that **encourages sustainable behavior** in a positive, fun way.
- _ Clear communication of the **current situation, commitments and goals** that we want to achieve together.

ENGAGEMENT

COULD INCLUDING
BLENDER BIKES
AT THE LAUNCH
EVENT MAKE A
MEMORABLE
STATEMENT?



Source:
<https://www.urbansmoothiebikes.co.uk/smoothiebikehire.html>

SMART

POSITIVE
WORDING
AND RELAXED,
CREATIVE STYLE
CAN ACHIEVE
GREATER RESPONSE
AND IMPACT



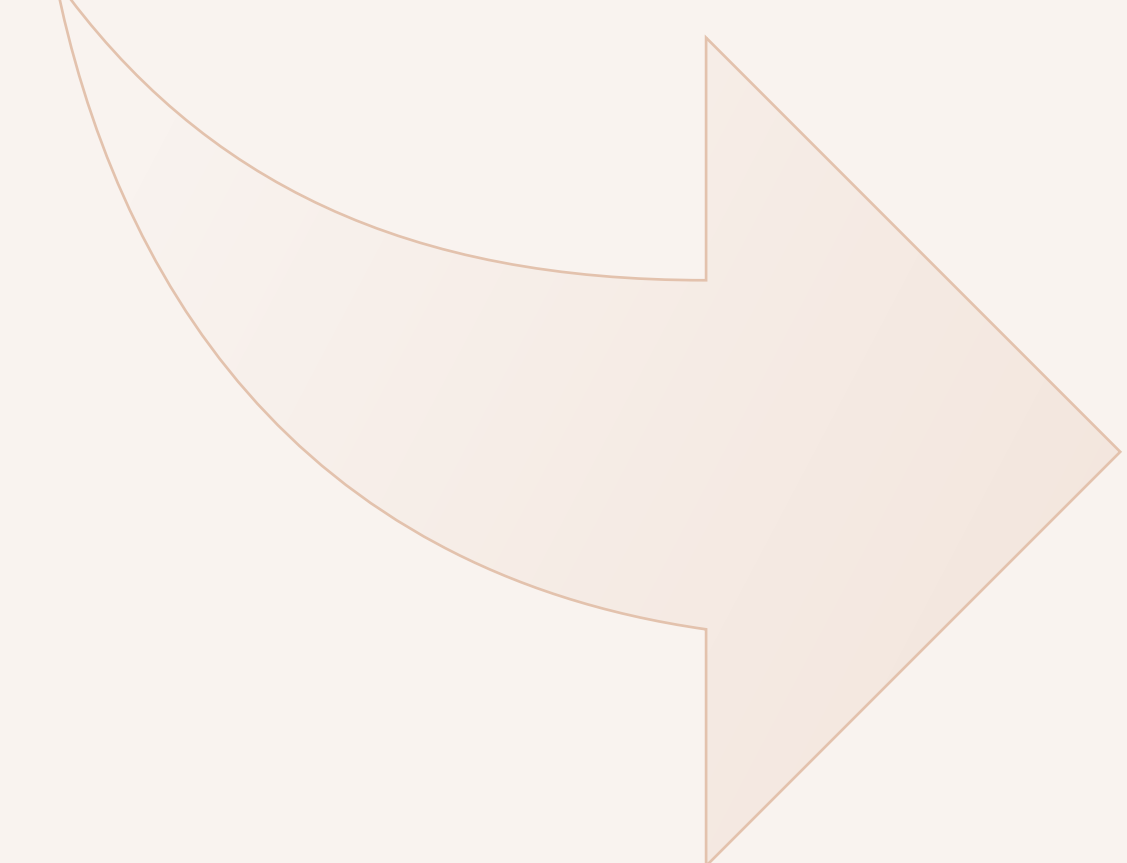
YOUR PRIDE AND JOY

ENGAGE EVERY EMPLOYEE:

- _ Sharing experiences in podcasts, internal magazines, intranet etc.
- _ Prize winning games
- _ Internal competition for innovative ideas for reducing the impact on the environment or upgrading the green office practices
- _ Debates, round tables for employees to participate
- _ Family days
- _ Etc.

RESULTS?

- _ Uplifting working environment
- _ Satisfaction
- _ Feeling of belonging, being part of a greater value
- _ Changing behaviour
- _ We are setting a good example
- _ We walk the talk



A picture says
a thousand
words

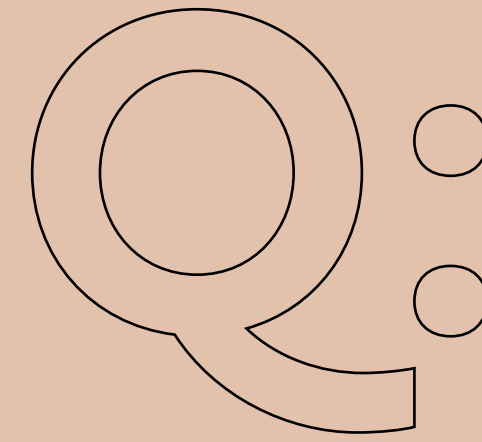


IMAGERY AND MORE

Every single thing a brand says or does has an impact on every single person, consciously or subconsciously.

Every action it takes, every imagery it uses, every word it says influence the way we understand reality.

This is called a brand's brainprint.



Does your imagery picture a sustainable lifestyle?

Does your choice of partners, suppliers, performers, ambassadors, influencers, etc. demonstrate the sustainable development we advocate?

IMAGERY AND MORE

- _ Food with reusable or no packaging
- _ Using public transport or car sharing solutions
- _ Electric cars and other e-mobility alternatives
- _ Small food portions and healthy food
- _ Reusable shopping bags
- _ Reusable coffee cups
- _ Reusable water bottles
- _ Houses with solar panels
- _ Shopping in second hand stores



VIDEOS AND DIALOGUES

Going to the movies pay attention to the dialogues.

GET SHORTY (1995)

Martin Weir (Danny Devito): **Hej Chili, is this your ride?**

Chili Palmer (John Travolta): **Yeah,..., it is the Cadillac of Minivans**

BE COOL (2005)

[from trailer]

Chili: [about a Honda Insight] **It's the Cadillac of hybrids.**

Martin: **But what about speed?**

Chili: **If you're important, people will wait.**

[from the movie]

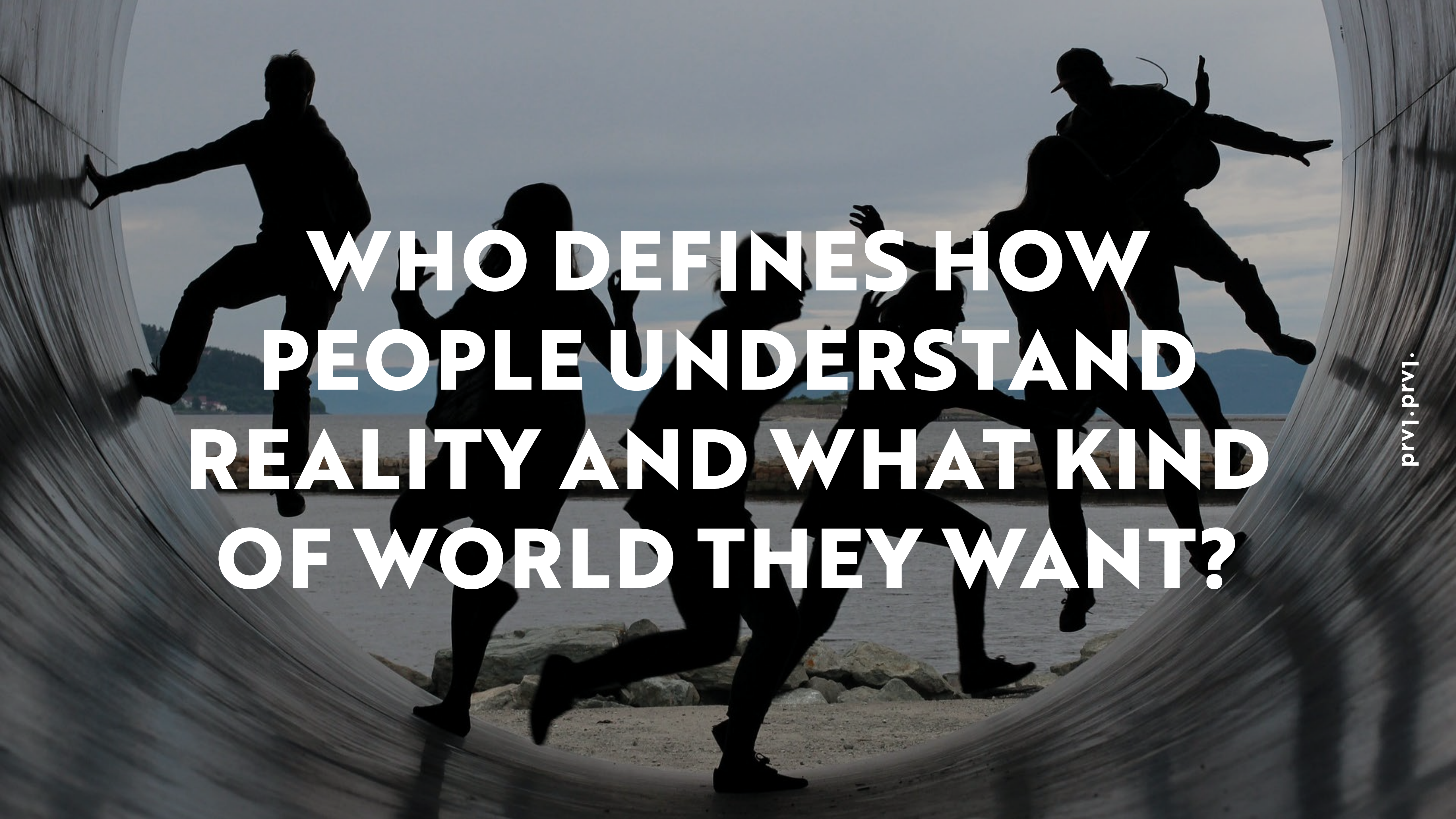
Martin: **Hey, Chili, is that your car?**

Chili: **Yeah, it's an Insight, it's the 'Cadillac of Hybrids.'**


Martin: **A little tight for a big guy like you.**

Chili: **Small price to pay for the environment.**

**WHAT ABOUT YOUR
VIDEOS, DO THEY TALK
SUSTAINABILITY?**

The image features a group of people in silhouette, running and jumping through a large, curved tunnel. The tunnel's walls are made of a material with a vertical ribbed texture. The background shows a bright, overcast sky and a body of water with distant hills. The overall mood is one of movement and pursuit.

**WHO DEFINES HOW
PEOPLE UNDERSTAND
REALITY AND WHAT KIND
OF WORLD THEY WANT?**



Creative industry, marketing and advertising projects, communications, events etc. have just as important and decisive power in building a sustainable future as setting legislation and establishing sustainable business practices of production, supply chain etc.

THE POWER OF CREATIVITY AND STORYTELLING

What about the

PROJECT WE SUPPORT

as partners, sponsors?

Source:
YouTube AJE Association des journalistes de l'environnement
(<https://www.youtube.com/watch?v=-n2xP37UPLU>)



THE POWER OF CREATIVITY AND STORYTELLING

What about the **EVENTS**
we organise or support as
partners, sponsors?



GREEN EVENTS:

elements to think about



LOCATION



**ACTIVITIES
AND CONTENT**



EXHIBITORS



PARTNERS



PARTICIPANTS



MATERIALS

DON'T FORGET: WITHOUT COMMUNICATION IT'S JUST AN USUAL EVENT

BEFORE

- _ Transport guidelines and options
- _ Rules at the event
- _ Motivation and engagements

DURING

- _ Positive instructions and warnings
- _ (shocking) instalations and other engagement actions

AFTER

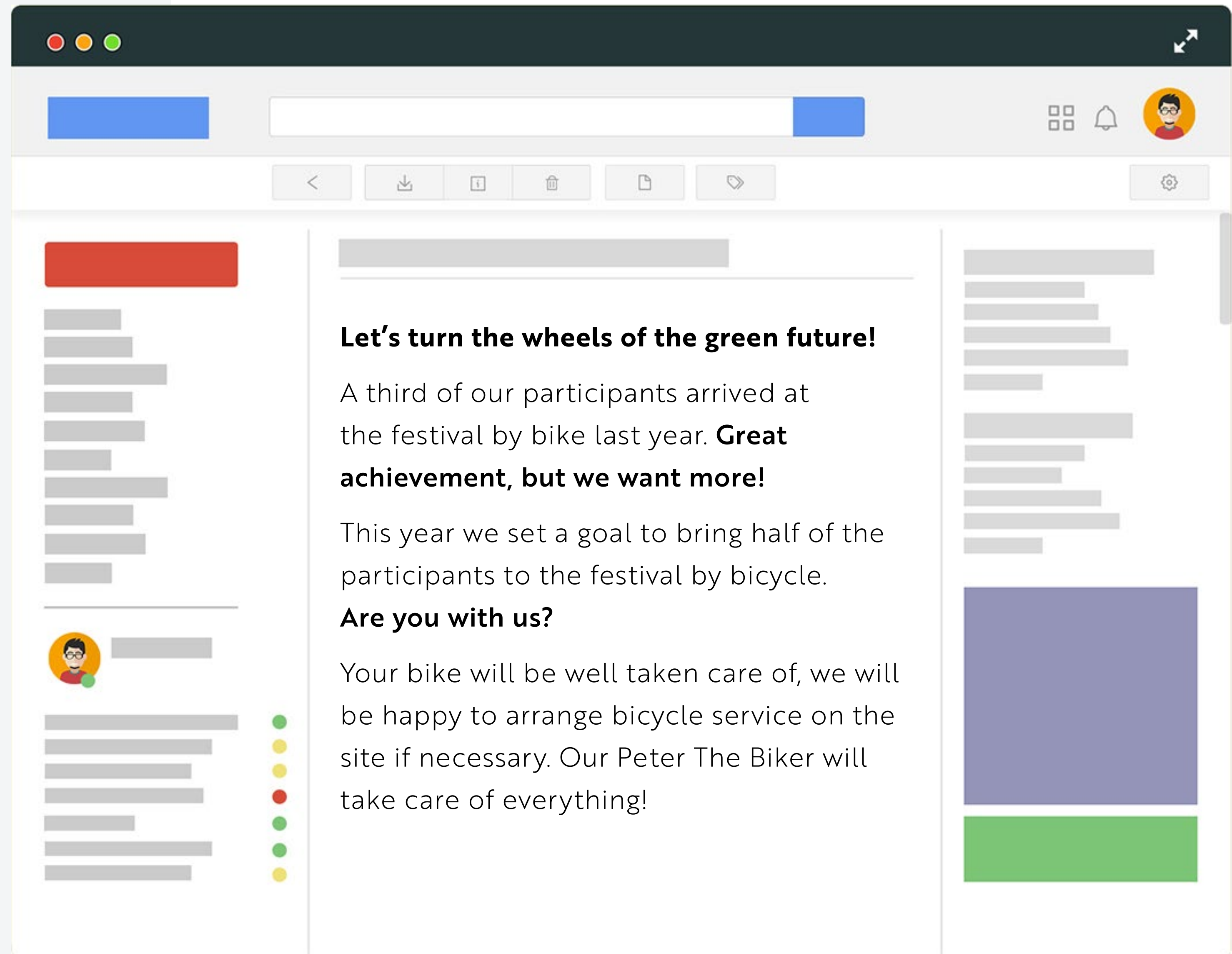
- _ Results
- _ Commitments
- _ Feedback from participants

MOTIVATION

NUDGE THEORY (BEHAVIORAL ECONOMICS)

A simple, effective and low cost technique to encourage the adoption of new behaviours. We influence consumer behaviour by small suggestions and positive reinforcements:

- _ comparison
- _ social norm/standards drivers
- _ introducing the choice in the right moment
- _ directing choice so that the individual decides and not just chooses



A stack of five folded green towels is placed on a light-colored wooden stool. The background is a dark, textured stone wall. The text "THE TRAPS OF GREENWASHING" is overlaid in the center in a bold, white, sans-serif font.

THE TRAPS OF GREENWASHING

ONCE UPON A TIME ON FIJI

The term “greenwashing” was originally coined by environmentalist **Jay Westerveld** and used for the first time **in his 1986** essay. He claimed the hotel he was visiting on Fiji falsely promoted the reuse of towels as part of a broader environmental strategy. The truth behind was that the act was designed as a cost-saving measure.

7 SINS OF GREENWASHING

SIN OF THE HIDDEN TRADE-OFF.

A claim suggesting that a product is green based on a narrow set of attributes without attention to other important environmental issues.

SIN OF NO PROOF.

An environmental claim not substantiated by easily accessible supporting information or by a reliable third-party certification.

SIN OF VAGUENESS.

A claim that is so poorly defined or broad that its real meaning is likely to be misunderstood by the consumer.

SIN OF WORSHIPING FALSE LABELS.

A product that, through either words or images, gives the impression of third-party endorsement where no such endorsement exists

SIN OF IRRELEVANCE.

An environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable products

SIN OF LESSER OF TWO EVILS.

A claim that may be true within the product category but that risks distracting the consumer from the greater environmental impacts of the category as a whole

SIN OF FIBBING.

Environmental claims that are simply false



IT'S NOT JUST THE MESSAGING AND CREATIVE!

**TO PREVENT GREENWASHING,
YOU NEED TO ENSURE EVERY
SINGLE ELEMENT OF YOUR
COMMUNICATION IS ALIGNED
WITH YOUR COMPANY'S
SUSTAINABILITY CREDENTIALS.**

So, greenwashing is more than just messaging, it can also be expressed in:

- _ The partners you choose
- _ The suppliers you work with
- _ The events you sponsor
- _ The influencers you work with
- _ The opinion makers you support
- _ The (packaging) materials you use
- _ Etc.

BE TRANSPARENT.

It's ok to show you are not perfect but you're trying and be open and honest about your impact.

GUIDE AGAINST GREENWASHING

by Skift - Climate Business Leaders, Zero, Future in our hands and WWF Norway

- 1** Be **honest** and **accountable**.
- 2** Make sure that your company's sustainability efforts are **not limited to your communications** and marketing departments.
- 3** **Avoid talking** about the importance of sustainability, nature, the climate and ethical trade, if your company has not made serious efforts on these issues yourselves.
- 4** **Do not under-communicate your company's own emissions** and negative impacts on the climate, nature and human lives.
- 5** Be careful using a **big share of the marketing budget on small measures** that do not affect your company's footprint significantly.
- 6** **Avoid buying a clean conscience** through climate quotas or by letting others clean up ocean plastic.
- 7** Use **established labelling**, or work towards the establishment of good labeling mechanisms in your industry if it is lacking today.
- 8** **Be careful** using terms such as "better for the climate, nature, and the environment".
- 9** **"Cherry Picking"** from the UN sustainable development goals can lead you astray.
- 10** **Donations and sponsorships** are great, but **not a proof** that you are working on sustainability-issues.

HOW TO IDENTIFY THE GREENWASHING?

CAN YOU TRUST THE LABEL(S)?

- _ Check the wording
- _ Check the ingredients and sourcings

DOUBT EVERYTHING BUT THE FACTS

- _ Take deep dive into sustainability reports, communication, marketing campaigns etc.
- _ Explore the brand's environmental activities, strategies, partnerships etc.

PAY ATTENTION TO BUZZ WORDS

- _ organic, sustainable development, clean, eco-friendly etc.

**SO, WHO HAS THE POWER
TO CHANGE THE WORLD?**



THANK YOU!

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