



There will always be a place
for great content.
Great context makes sure it
is the right place.

Creating your sustainability communications planner

Sustainability communications strategy planner

		MAY 2020	JUNE 2020	JULY 2020	AUGUST 2020	SEPTEMBER 2020	OCTOBER 2020
EXTERNAL CONTEXT	INTERNATIONAL THEMES	09.06: Fair Trade Day; 20.05: World Bee Day; 22.05: World Biodiversity Day; 23.05 World Turtle Day	05.06: World Environment Day; 08.06: World Oceans Day; 08-14.06: International Archives Week (IAC)	Plastic Free July; 11.07: World Population Day	12.08: Intl Youth Day; [23-28.08: World Water Week - cancelled for 2020]	15-30.09: UN75/SDG weeks; digital climate strike tbc; 19.09 Global CleanUp	24.10 UN Day (75th)
	REGIONAL/NATIONAL THEMES			01.07: HK SAR Establishment Day	09.08: Singapore National Day	[Regional Climate Week AP postponed for 2020]	01.10: China National Day
	INDUSTRY THEMES		[Industry alliance activity]			Sustainability & Archives	Get Redressed month
BUSINESS CONTEXT	BUSINESS/ORGANISATIONAL ACTIVITIES (External)		Annual Report	ESG Report	Research launch	Product launch	
	BUSINESS/ORGANISATIONAL ACTIVITIES (Internal)	Brand campaign	COVID-19 phased return to work	Employee survey			Staff appraisals
		KEY MESSAGE (eg awareness)			KEY MESSAGE WITH GROWTH (eg involvement)		
COMMUNICATIONS RELATIONSHIPS	MEDIA & ANALYST RELATIONS (e.g. meetings, interviews, op-eds)		Investor roadshows	Interviews - business/ESG press	Podcast recording - tech press		
	SPONSORSHIPS/PARTNERSHIPS		Uni collaboration announced (x years)		Uni collaboration hackathon		
	EVENTS PARTICIPATING (e.g. speaking, facilitating - external)		22.06 Industry alliance forum (virtual summit)			02-03.09: ReThink HK; CEO @ CWNVC	
OWNED CONTENT	EVENTS HOSTING			Webinar with CFO & CSO: plastic is not a future currency			
	EXTERNAL BLOG/WEBSITE THOUGHT LEADERSHIP	Planning post-COVID-19	Investing for the long-term	Our journey to better plastic	How the biggest difference we make is helping our employees support our customers' sustainability	How we learned to improve everyone's sustainability with [product]	
	SOCIAL MEDIA	Helping people succeed/tools		ESG key facts	12.08: Youth takeover	SDGS and our business/products	
	INTRANET/EMPLOYEE CHANNELS	Wellbeing & new normal	Launch employee Green Business awards	Team plogging challenge Zero waste office		SDGS and our business Employee Green Business awards, short-list/ voting	Green Fair/Fashion Runway

— **Date line** Months or fortnights work well for a planner

— **External context** Factors that are affecting your industry, subject areas and geography.

— **Business context** What is going on in your business

— **Your key messages** What you want people to know, do or feel?

— **Communications relationships** Third-party channels that you have access to contribute to

— **Owned content** Channels where you have direct control to curate and create

Context is crucial if you want your subject matter to shine and your messaging to resonate with your audience, this planner helps you to organise relevant context, from the big picture to your deliverables.

First up, **external context**. Start with the biggest things, international themes - include observed days, events that resonate globally; then themes that matter to your geographic region/ country/state such as local sustainability events, public holidays, elections; then take a look at industry themes such as standards updates, global research etc.

Next, consider **business context**. What is going on in your organisation? What is being communicated externally and internally? The things that your organisation says and does when it interacts with the people that you want and need to connect with.

Then add your **key messages**. This is also the opportunity to identify how your message can be shaped through time – demonstrating

progress in line with your objectives. For example, your first iteration of a key message may be about raising awareness, the second iteration may have the phrasing adjusted to encourage involvement.

Think about your external **communications relationships**. Consider how you can present your messages to best fit the third-party channels (news and media, speaking

opportunities, partnerships etc) that you have access to.

Finally, identify how to show your messages in your **owned content** - where your organisation has direct control of creation and curation.

For expanded notes visit thinkwynn.com