

How to make your sustainability communications successful

A high-speed photograph of a water droplet falling into a pool of water, creating a series of concentric ripples. The droplet is captured mid-fall, just above the surface, with a small splash of water visible below it. The background is a soft, out-of-focus blue.

Put people first

- Know who you want to talk with (note: talk *with*, not talk *to* – listening is part of the deal) and understand their situation and cultural context.
- (Side note: ‘the general public’ and ‘stakeholders’ are not helpful definitions.)

Be precise

- Being specific helps understanding, action and metrics. Often, the word ‘sustainability’ is unlikely to be your best choice.

Prioritise action

- All communications are about what you want people to know, do or feel, but people remember behaviours a lot more by doing

Stay positive

- Focus on what people can do, rather than what they can't.