

Sustainability messaging that works

Your sustainability messaging is important.

For the best impact, your sustainability communications should be:

- **accessible**, written in a way that is easy to understand and follow with no jargon
- **action focused**, reinforcing desired behaviour
- **authentic**, without over-claims or greenwashing
- **comprehensive**, assuming no expert or prior knowledge
- **consistent**, with the same message across all touch points, and across time
- **engaging**, both in tone and inspiring actions
- exciting and innovative
- **journey-based**, with back stories rather than sudden announcements
- **people-focused**
- **positive** and hopeful
- **relatable**, to the challenges and consequences of living beyond the world's resources, and to the action needed
- **show and tell**, make sure that your medium matches the message
- **social**, designed for people to want to share

And of course context remains king :

- **relevant** to the time, place and audience

For more on sustainability communications thinkwynn.com