



**EcoValues  
Consulting**

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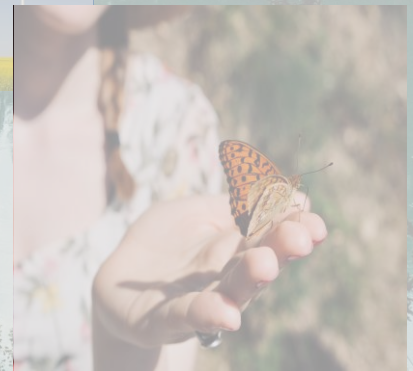
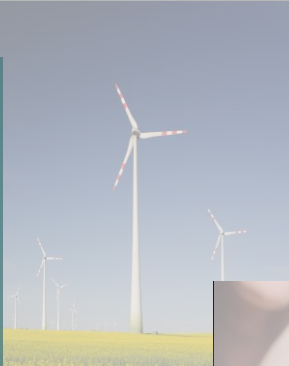


# Why work with us?

Amid increased social demand for environmental responsibility, it has never been more important to get your commitments and messaging right when it comes to sustainability. Working with us will help you to develop strategy and messaging around sustainability, making sure you commit to the right issues in line with your brand.



As experts in green marketing, sustainability marketing, ESG branding, and socio-environmental relations, we provide bespoke consultancy to brands, agencies, and organisations to develop sustainability messaging and build eco-identities.



# What we can do for you

We help you to identify, refine, and communicate your environmental values to reach key audiences and shape a sustainable future.



## IDENTIFY

Finding your environmental values



## REFINE

Ensuring they are clear and consistent



## COMMUNICATE

Developing the right language to convey them

Through your environmental values, we work with you to build an eco-identity that resonates with your target audience and cuts through the noise of a crowded market.





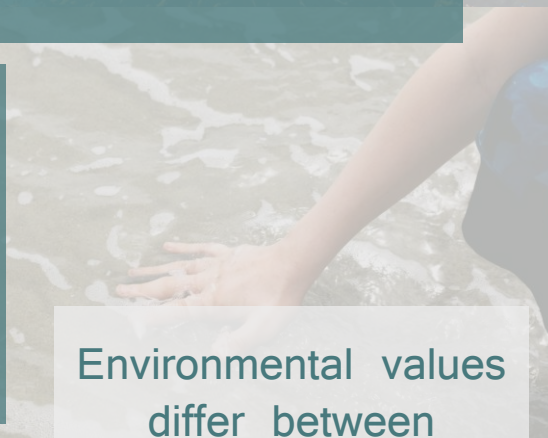


# What are environmental values?

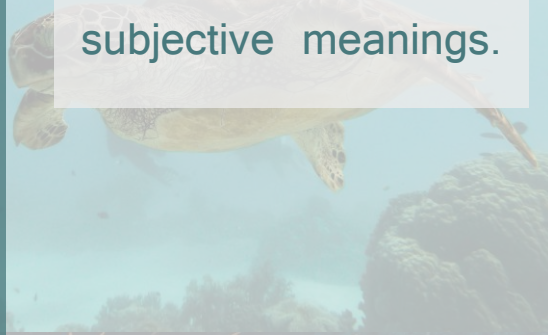
When you talk about things like nature, sustainability, climate, and the environment, you (knowingly or unknowingly) embed particular values into what you say or do. Your environmental values represent what you believe to be important about the environment.

For example, if you launch a campaign to limit your impact on the amount of plastic in the ocean, how do you communicate this?

Do you use images and words focused on the risk to marine life, or focused on the risk of microplastics to humans, or perhaps both? Each of these approaches has its pros and cons, and will resonate differently with different audiences.



Environmental values differ between people and places, with subtle yet impactful differences shaping audience resonance and subjective meanings.



Knowing your own environmental values is the first step toward deploying them strategically.

# Consultancy



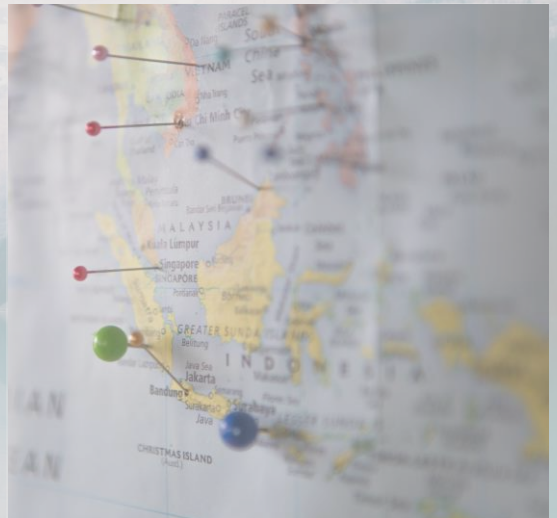
CRAFTING  
ENVIRONMENTAL VALUES



BUILDING  
ECO-IDENTITIES



DEVELOPING  
ECO-LANGUAGE



MAPPING THE  
MARKET



# Approach

We pride ourselves on offering bespoke, client-focused solutions, driven by your needs and specific context. Through close communication and a collaborative approach, our focus is on providing impactful results which inspire, empower, and deliver.

Specialised in providing incisive knowledge on environmental values, our consulting style hybridises dynamic project delivery with client-focused education to ensure success through understanding.



# Methodology

We draw on a wide range of social and cultural research methodologies to fuel the analysis which drives our consultancy. Some of our key methods include:

Discourse Analysis

Textual Analysis

Semiotic Analysis

Our role is to unpack and understand meaning, before deploying it strategically and effectively. These methods allow us to do just that, so that we can build the eco-identity that works for you.



# Bio

## Dr. Stefan Rzedzian (Founder & Principal Consultant)

With over 10 years' experience dedicated to understanding the connections between the environment, culture and society, Stefan has worked across academia, marketing, and communications strategy. He is skilled in complex social analysis, facilitating understanding, and delivering impactful outcomes for clients.

Stefan has worked on consumer insight and brand strategy projects for clients such as The Guardian, Sky, HSBC, and ITV. He has also consulted for grassroots environmental organisations in Latin America, developing cross-cultural messaging and communications.



Stefan has a PhD in Political Ecology from Newcastle University and has lectured at the University of Edinburgh. He is also a Fellow of the Higher Education Academy.





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