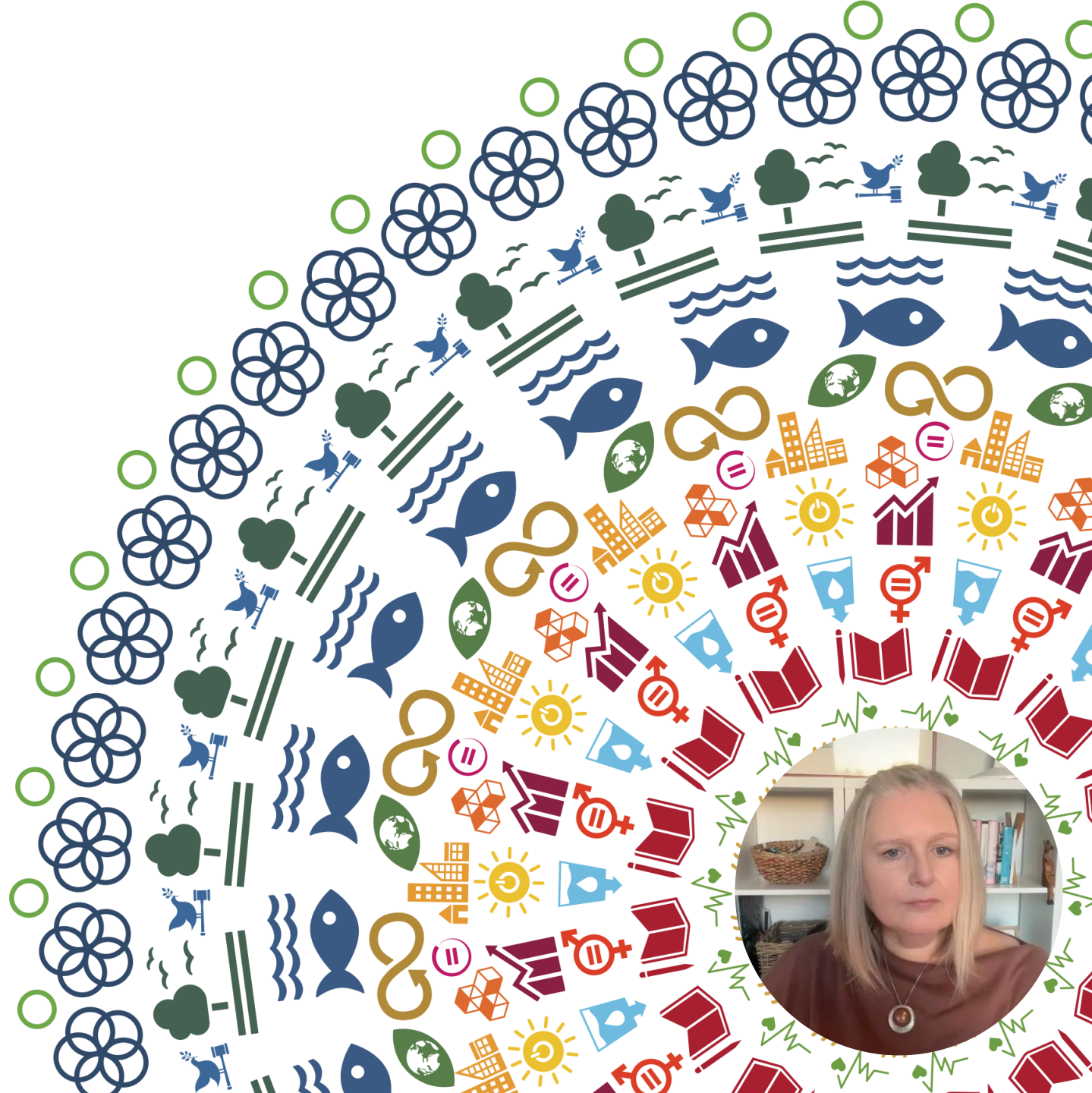




Sustainability
Advisors

Communicating sustainability

January 2026



Agenda

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Why communicate sustainability?

Benefits for internal and external audiences

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Summary

Key takeaway information



1

Why communicate sustainability?

Benefits to internal & external audiences





Why communicate sustainability?

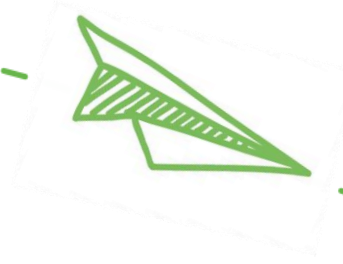
It shows your business is...

Transparent

Credible

Differentiated

Forward-thinking



Communicating internally

Creates clarity

Delivers transparency

Provides ownership

Drives pride in the business

Communicating externally

Provides customer reassurance and alignment

Drives new business

Strengthens your employer brand

Improves reputation

2

Who should I communicate to?

Understanding our audiences





Understanding your stakeholders

Understand your stakeholders

Who are they?

What information do they need from you?

What stories are going to engage them?

How and where can you reach them?

What do you need from them?

What do you want them to **think** about your business?

What you want them to **feel** about your business?

What do you want them to **do** with/for your business?



Mapping your audiences

Internal audiences

Employees

Board / SLT

Contractors and partners

External audiences

Suppliers

Customers

Investors

Industry bodies, etc.

Prospective customers

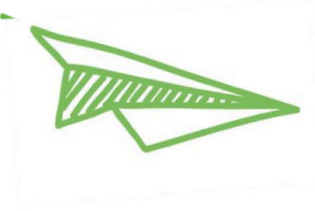
Prospective employees

What should I communicate?

Keeping audiences engaged with the right content



What could you communicate?



- Outlining your sustainability strategy or your ambitions
- Demonstrating progress or showing your activities in action
- Sharing your challenges or learnings
- Providing information to help your customers – or your employees – to be more sustainable





Find that sweet spot

What's important to them and what's important to you?

Too much of this?
Risk of less stakeholder engagement and competitive differentiation



Your business's sustainability challenges, opportunities & actions

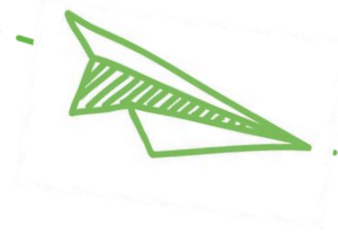


Your stakeholders' sustainability interests and concerns

Too much of this?
Risk of going off-strategy or greenwashing
(or maybe time to rethink your strategy?)



Other considerations



**Start with
a plan**

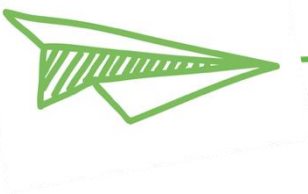
**Audit your
competitors**

**Review your
existing comms**

Guidance and greenwashing

The dos and don'ts of getting it right



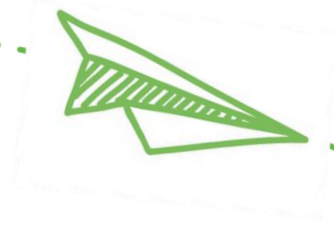


Greenwashing (or bluewashing)

What does it mean?

- Deceptively promoting your products, services or policies as environmentally (or socially) friendly
- Overclaiming / overstating your actions or progress
- Making green claims without substantial evidence
- Misleading your stakeholders
- Talk with no action!





Recognising greenwashing

- Vague language
- Big gestures with no substance
- Misleading metrics
- Irrelevant claims



Avoiding greenwashing

Considerations & guidelines

- Comms should be grounded in truth and credibility
- Avoid blanket statements
- Reference metrics, milestones and 3rd party endorsements where relevant
- Statements should be robust and measurable
- Use specific examples to illustrate action
- Be transparent (it's OK to be on a journey!)



How should I communicate?

Considerations for great comms





Storytelling

- Go beyond the data!
- Personal stories, case studies, images, infographics
- Show the real-world impact
- Drives emotional engagement and trust
- Inspires action

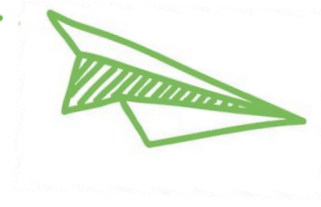
How to

Focus on the 'why'

Know your audience

Show, don't just tell

People at the heart



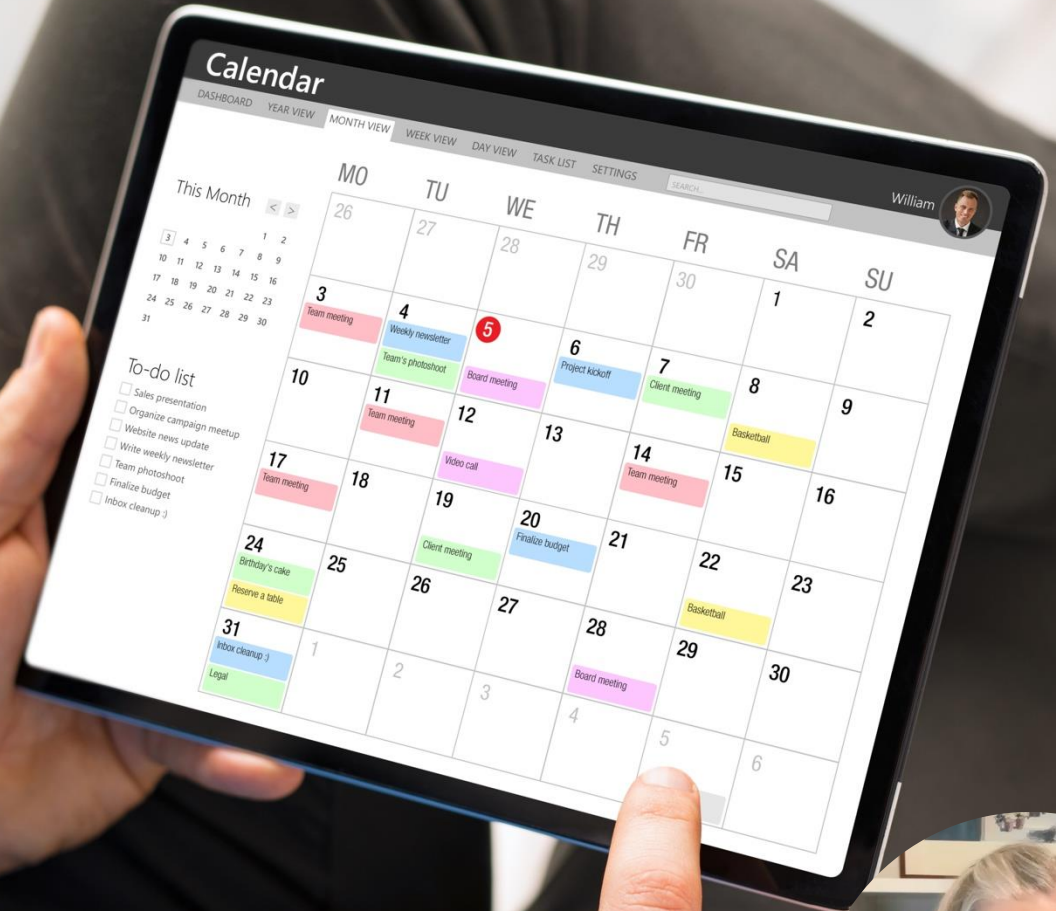
Messaging checklist

- | | | |
|---|---------------------------|---|
| ✓ | Make it integrated | ensure it doesn't feel like an 'add-on' |
| ✓ | Make it credible | base it in fact and show evidence |
| ✓ | Make it tangible | demonstrate things happening in action |
| ✓ | Make it clear | ensure they understand – decode it for them |
| ✓ | Make it honest | be transparent – even if it's not perfect
(it probably won't be) |

1

Where & when should I communicate?

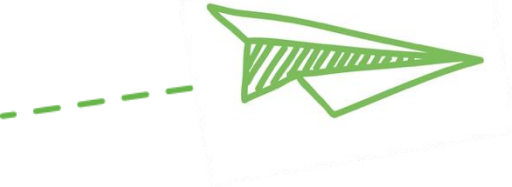
Using your channels effectively





Considering channels

Channel	When	Audience	What's featured?	Benefits	Limitations
Sustainability / ESG Report	Annually	Investors, partners	Strategy, performance data, targets, progress, case studies	Credible, data-driven, aligns with frameworks	Formal, limited reach
Social Media	Ongoing	Public, customers, employees	Stories, visuals, milestones, human impact, quick updates	Engaging, wide reach, visual	Risk of oversimplification
Website	Always-on	All audiences	Core sustainability narrative, policies, impact data, blogs, videos	Controlled content, supports SEO	Needs regular updates
Internal Comms	Ongoing	Employees	Goals, progress, recognition, calls to action	Builds engagement, drives action	Limited to internal audience
Webinars / Online Events	Periodically	Customers, partners, employees	Deep dives, thought leadership, Q&A, expert panels	Interactive, builds expertise	Time-bound, small audiences



Other channel considerations

Press & Media

Third-party credibility and visibility

Partnership comms

Shared storytelling with NGOs/suppliers

Podcasts / video series

Engaging, personal narratives

Events & conferences

Builds thought leadership

Customer touchpoints

Packaging, emails, receipts, retail messaging

Community Engagement

Local connections and authenticity

Integrating your sustainability comms

Making sustainability part of 'how you do things'

- Review your website and user journey
- Map your customer journey
- Revisit your brand vision and purpose
- Keep language consistent

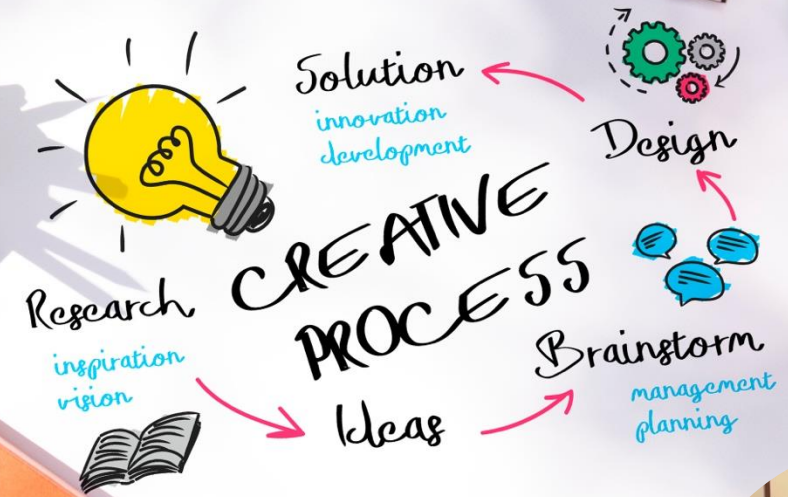


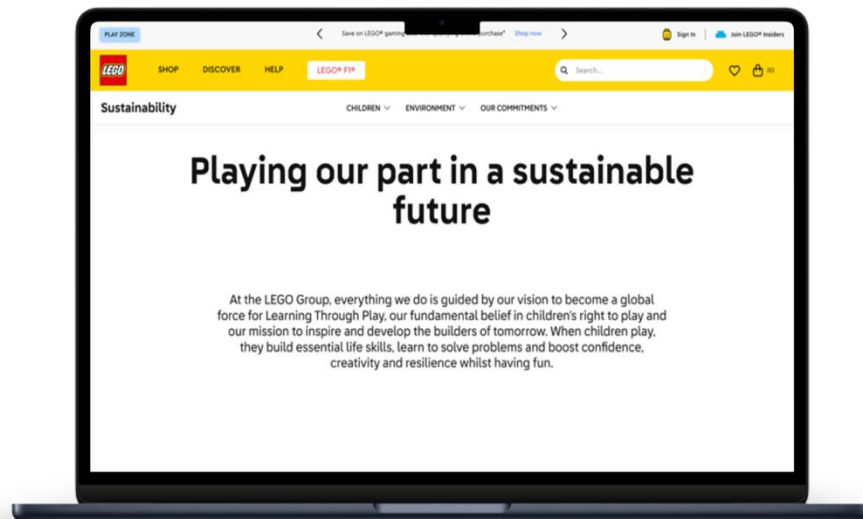
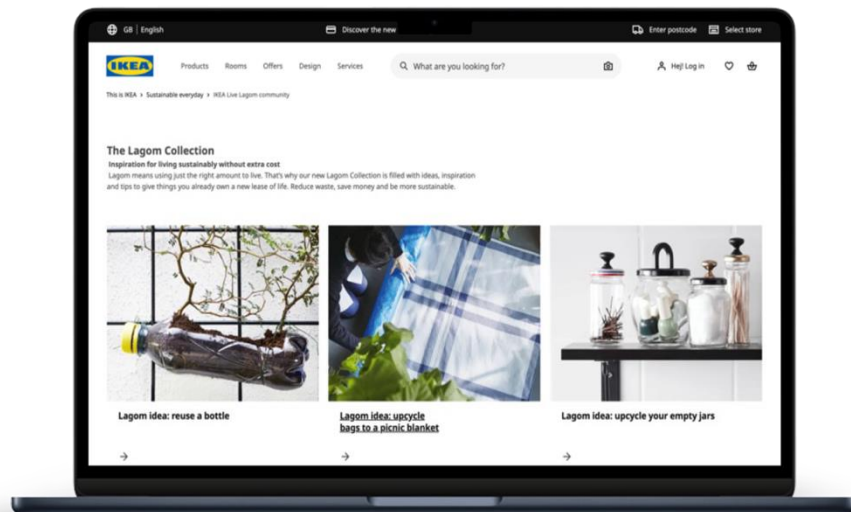
Can your audience feel sustainability in every action (not just read about it)?



Inspiration

Best practice in
sustainability comms





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Summary



Summary

Key takeaways from this course

Why communicate sustainability?

It builds credibility, pride, and trust - showing who you are, not just what you do

Who to communicate to

Understand your audiences: what they think, feel, and do – and tailor messages that resonate

What to communicate

Focus on the sweet spot between your sustainability priorities and what matters to stakeholders

How to communicate

Tell stories that are clear, credible, human, and honest – show impact, don't just state it

Where & when to communicate

Choose the right mix of channels, integrate sustainability naturally, and make it part of everyday business

Inspiration / Next steps

Learn from best practice – then make it your own. Authenticity and consistency build lasting trust



Need a hand?



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We can help you with:

- Setting and delivering your strategy
- Measuring carbon & setting net zero plans
- Sustainability reporting & compliance with standards
- Understanding, engaging with and driving positive change in your supply chain





Thank you



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