

# HOW TO TALK ABOUT SUSTAINABILITY



Having a culture that encourages the adoption of sustainable practices is now a key building block of corporate reputation.

However, gaining a sustainability award or accreditation is not just about having a kite mark - it is about enhancing your organisations' internal and external standing and showing you are taking meaningful action. Becoming a greener business is something worth shouting about - but it's important to share the news in a transparent way.

Working with ESI Monitor we advise clients on their sustainability positioning. Including:

- Communications strategies to actively manage clients' sustainability narratives - **minimising risks** and **maximising opportunities**
- Content generation to promote **sustainable credentials** through social media, thought leadership and video production
- **Internal communications** programmes - so that culture is embraced by employees to support an organisation's sustainability goals
- Development of a **sustainability statement** which sets out your commitments clearly for all to see - this can be used on your business' website and in pitching and procurement documents



**ESI helps businesses measure and manage their environmental impact and exposure through:**

Measurement | Benchmarking | Adaptation | Consultation | Frameworks

