

# Sustainability Communications with Impact and Integrity

## When it Comes to the Environment, Your Business is in the Spotlight

### ECOSTRATEGY GROUP CAN HELP

- Take charge of the sustainability communications process .
- Manage your reputation and brand image.
- Compete effectively.
- Meet channel and investor requirements.
- Stay ahead of regulatory requirements.
- Attract and retain employees.

We work with your team to know the stakeholders, get the facts, and plan the entire process.

- **Stakeholders are Demanding Information**

Demands for information on environmental impacts and risks are coming from all directions. Customers are including questions in RFPs. Consumers and investors are seeking information to inform their decisions. Job candidates are increasingly sensitive to the environmental impacts of hiring companies. Activist groups and industry watchers are rating your company's environmental record.

- **Reporting is Becoming an Imperative**

Reporting on environmental issues has become a mandate for responsible companies. Large customers are beginning to require more transparency from suppliers on issues such as energy use, carbon emissions, and sourcing and use of materials. The Securities and Exchange Commission has issued guidance on disclosure of business and legal impacts of environmental risks in financial reports.

- **Finding the Right Level of Disclosure is Tricky**

You may feel caught between a reluctance to expose potentially sensitive information and a desire to communicate your company's efforts. Which information should be collected and communicated? How much? To whom? When? How? Navigating this torrent of questions can be daunting.

- **Competitors are Exposing Your Shortcomings**

If your competitors are doing a better job of communicating their environmental impacts and efforts, you may find yourself in a defensive posture, scrambling to catch up.

### Sustainability Communications Planning

#### Who

##### Know the Stakeholders

- Identify
- Prioritize
- Understand
- Engage

#### What

##### Get the Facts

- Relevant
- Material
- Interesting
- Accurate
- Credible

#### How/When

##### Organize

- Frame
- Collect
- Validate
- Integrate
- Publish
- Verify
- Register



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## EcoStrategy Group Sustainability Services

### **Communications Benchmark**

Highlight your company's opportunities for leadership among its peers as well as its deficiencies and areas of competitive risk.

### **Stakeholder Research**

Identify stakeholders. Understand their attitudes, information needs, and propensity to support or censure your efforts.

### **Stakeholder Engagement**

Engage appropriately with stakeholders to learn and address their concerns and to avoid surprise attacks on reputation, brand, or operations.

### **Confident Transparency™ Sustainability Communications Plan**

Avoid greenwashing. Take credit for successes through fact-based communications that balance transparency and confidentiality.

### **Sustainability Strategy**

Establish a vision and goals, identify and evaluate opportunities and risks, plan and implement sustainability actions that benefit your business.

#### **CONTACT US**

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## About EcoStrategy Group

EcoStrategy Group helps clients gain competitive advantage through environmental sustainability. The firm is particularly skilled at crafting sustainability communications strategies, including the appropriate reporting of quantitative and qualitative efforts and impacts. The EcoStrategy Group team offers a unique blend of experience in strategic planning, stakeholder research and engagement, communications, change management, and performance measurement. Each of our founding partners brings over 25 years of experience in business, including success in senior executive roles. As a result, they understand the perspective of the C-suite and know how to work effectively across functional organizations. Our partners have worked with a wide range of clients including Adobe, AMR Research, Cisco Systems, CSRWare, Logitech, LoopNet, Palm Computing, PGP Corporation, Quantum Corporation, SDForum, and Symantec.



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GROUP

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