

Communication

We are a professional expert on the topic of sustainability in the field of communication and marketing. We will help you set the right strategy, content and implement communication for you. We eliminate greenwashing in communication.

Communication analysis

The service includes:

- **SWOT ANALYSIS** - we will create a detailed analysis of strengths and weaknesses, define opportunities and threats, especially in the context of greenwashing.
- **GREENWASHING THREATS** - a topic that is discussed and intensively addressed by EU legislation. We will evaluate your current state and evaluate to what extent your current communication borders on greenwashing.
- **SUSTAINABILITY COMMUNICATION PRINCIPLES** - we will evaluate to what extent your current communication meets the principles of proper sustainability communication.
- **COMMUNICATION POTENTIAL** - we will evaluate the current state of communication with the media, customers and the public and define the current communication potential, but also the space for its development.
- **COMMUNICATION TOPICS** - we will also look at the potential of your topics or your preferred ones and verify their potential or point out threats that could occur in the communication of these topics.
- **RECOMMENDATIONS** - the output report includes a number of recommendations on how to work with the topic at the level of individual communication tools. The analysis also serves as a relevant expert basis for companies' creative agencies.

Who is the service suitable for:

For companies that already implement activities in the field of sustainability and want to actively communicate them with the greatest possible reach and without greenwashing. The analysis is the input basis for the subsequent strategy of communication in the field of sustainability as a sub-part of the overall company development strategy.

What is the benefit of the service:

You will receive a **clear analysis** - a comprehensive picture of how your company is perceived by the public, what works, what does not in the field of sustainability and how to improve or strengthen your position in communication. However, you will also gain confidence in how transparent, understandable, credible and greenwashing-free the communication is.

Sustainability Communication Strategy

The service includes:

- **STRATEGIC DOCUMENT FOR MARKETING** - you will receive a comprehensive basis for implementing sustainability communication across your own communication channels, including a content strategy, communication and implementation plan. The document will also serve as a basis for advertising agencies.
- **DEFINITION OF SUSTAINABILITY TOPICS** - we define relevant topics for communication and their implementation into the company's real communication.
- **PREVENTION OF GREENWASHING** - we are the guarantor of greenwashing prevention and in each strategy we supervise the content so that it does not slip into greenwashing.
- **DEEP EXPERTISE IN THE TOPIC** - thanks to our expertise in the field of sustainability, as well as extensive experience in communication, we can effectively connect these two worlds and set the strategy and content in a clear and believable way.
- **SUSTAINABILITY COMMUNICATION PRINCIPLES** - the strategy we have prepared fulfills all aspects of proper sustainability communication.
- **CONTENT AND COMMUNICATION PLAN** - part of the sustainability communication strategy is also a specific implementation plan in content within the company's set communication mix.

Who is the service suitable for:

For companies that already have activities in the area of sustainability, I implement activities and want to communicate them with the greatest possible reach and without greenwashing.

What is the benefit of the service:

You will receive long-term instructions for your team and external agencies on **how to successfully communicate sustainability externally and internally within the company**. Your teams will learn what and how to communicate successfully and without fear of greenwashing.

A sustainability communication strategy is an investment that will return many times over to the company. Effective sustainability communication helps companies strengthen their reputation, build trust with stakeholders, increase market attractiveness, and achieve long-term success.

Sustainability Communication

The service includes:

- **COMMUNICATION IMPLEMENTATION** - implementation activities related to communication, marketing and PR with a focus on sustainability according to the prepared sustainability communication strategy, content and communication plan, or implementation plan.
- **CONTENT MANAGEMENT** - management of the content plan and coordination of external content suppliers for companies
- **NETWORKING OPPORTUNITIES** - regular search for opportunities for personal communication of the company's sustainability activities
- **CONSULTING AND MENTORING**

For whom the service is suitable:

For companies that already have activities in the field of sustainability but **do not have a permanent marketing team** that could provide them with specific communication on the topic of sustainability.

What is the benefit of the service:

You will become visible on the topic of sustainability without worrying about greenwashing. Our team includes experienced experts who have worked in PR and communication agencies for many years. He knows exactly how to set up strategy and communication plans to be successful.

Consulting and mentoring

The service includes:

- **CONSULTING HOURS** - in the form of individual consulting hours, we will advise you on your plans in communicating sustainable topics, together we will discuss your strategy and intentions, we will discuss how to effectively set up external and internal communication.
- **MENTORING AND SUPPORT** - we will provide you with guidance and support in implementing your sustainability communication strategy both on the external and internal communication level.

Who is the service suitable for:

For companies that have their own marketing teams and only need a **strategic view on sustainability communication** in the form of individual consulting hours.

What is the benefit of the service:

You do not need to have an internal strategist and expert in sustainability and its communication. We will take on this role. We will guide you in the right direction during **regular consultations**. The final communication will be up to you.