

UWE Skills for Clean Growth

Communicating sustainability to clients and stakeholders

October 2022

Delivered by



On behalf of



Agenda for today

Timings	Activity
09.30–10.00	Networking
10.00–10.10	Session kick-off
10.10–10.25	Question: What does sustainability means to you, and your customers?
10.25–10.35	The sustainability effect
10.35–10.50	Developing your sustainability strategy
10.50–11.00	Break
11.00–11.15	Question: What are the drivers / barriers you are facing when communicating about sustainability?
11.15–11.25	Authentic sustainability communications
11.25–11.35	The role of certification in external engagement
11.35–11.55	Storytelling without Greenwashing
11.55–12.20	Q&A

Hello

Your team today



Katherine Piper
Head of Sustainability @ Future Leap

Katherine oversees the sustainability of the Hub, manages Future Leap's partnerships and chairs their weekly sustainability-related events and the Festival of Sustainable Business. She sits on the One City Environment Board, is the Institute of Director's SW Sustainability Ambassador and has recently co-published a paper with Prof Jim Longhurst on corporate carbon management. She fully incorporates sustainability into both her work and personal life. She has committed to not flying until there are low carbon alternatives and she has even reduced her cat's carbon footprint by introducing insect feed to him!!



Tom Batten
Head of Consultancy @ Future Leap

Tom leads the consultancy offering at Future Leap, providing strategic and operational oversight of sustainability-focused projects. He holds an MSc in sustainable development, and prior to joining Future Leap has amassed 15 years of senior operations and project management experience in the hospitality, retail, and charity sectors. Having spent most of his career working for constantly evolving start-ups, he understands the challenges faced by growing businesses, and can always spot the benefits and opportunities that sustainability can offer.



Laura Millar
Senior Sustainability Strategist @ Six

With 10 years of brand and communications strategy under her belt, Laura wanted to use her skills to help businesses transform for the better. So she went back to university and completed a Climate Change Science and Policy Masters degree. Since then at Six she has worked with the likes of bp, BAM, enfinium and S&P Global Commodity Insights to help them navigate & communicate about sustainability. Driving their transitions to the cleaner, greener and more inclusive world of tomorrow.

01.

About Future Leap



The Future Leap Network

- Co-working includes membership to the network
- Free access to our standard events
- Join a network of industry experts
- 1-2-1 meetings to progress your sustainable journey
- Share your good news with our Network
- Priority to influence our events programme
- Multiple discounts at our Sustainability Hub and Festival of Sustainable Business



"We are a sustainable business network, giving organisations the space, knowledge and tools to accelerate their sustainability journey and progress towards carbon neutrality."



Upcoming Events

How Your Money Can Be a Force for Good

October 13, 2022

Behaviour Change and Consumerism

October 18, 2022

October Sustainability-Tea Break

October 26, 2022

The Future Cities Series: The Role of Tech in Supporting Wellbeing and Inclusion

November 8, 2022

Retrofitting Your Business: The Property Transition

November 17, 2022

Better Business: Removing Your Barriers to B Corp

November 22, 2022





Festival of **SUSTAINABLE BUSINESS**

400 hybrid conference attendees

200 gala dinner attendees

500 exhibition attendees

4.3 out of 5 rating overall

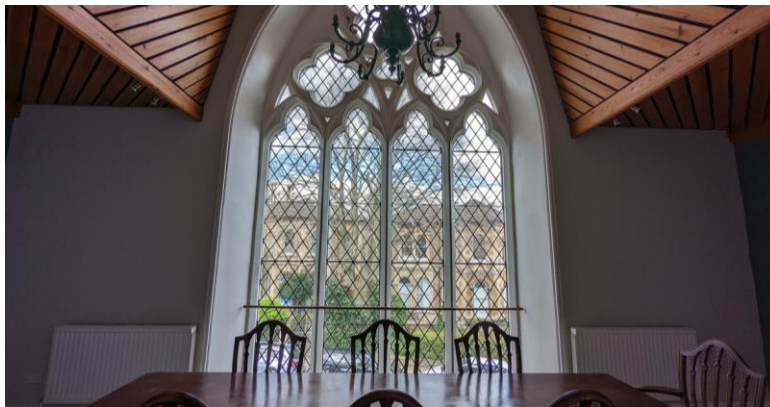
"I loved the people I met at the event – they were so **inspirational**, and I feel there could be **potential to work/collaborate** with some of them in the future. I really appreciated that the meal was **plant-based**."

Get in touch if you are interested in sponsoring, exhibiting, speaking or collaborating!

Watch our promo film [here!](#)



Hybrid Conference 23rd March | Exhibition 15th June | Gala Dinner and Awards Ceremony 12th October



Clifton Hub

Future Leap Clifton, our second co-working site, boasts a beautiful period building set within the Old Chapel off Whiteladies Road.

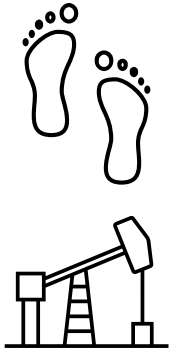
- 3 meeting spaces
- Co-working for 30 people
- 4 office spaces (1 x up to 12 people office, 2 x 3 people office, 1 x 16 people office)
- Sustainable refurbishment- Future sustainability improvements in partnership with the building owners
- Carbon neutral
- Lots of natural light, greenery, and period features
- Garden space (coming soon)



Gloucester Road Hub

An award winning one stop shop in the heart of Bristol's cultural centre, providing the tools and infrastructure for businesses to become more sustainable.

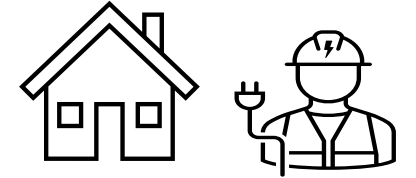
- Co-working and office space
- Virtual office
- Events space hire
- Eco café and catering
- Sustainable products showcase
- Consultation
- Future Leap Finance



Net Zero services



Digital sustainability

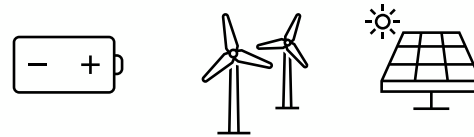


Retrofit

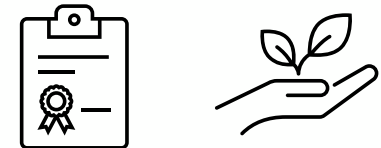


Impact assessment guidance

Renewable Energy



Environmental management



02.

About Six

We inspire businesses and brands to be more human

Our approach to delivering progress is to focus on where it comes from. Whether it's your customers, colleagues or partners, we recognise that your key audience are exactly that – the key to your success.

Our superpower is our ability to unlock the way people think, feel and act. Helping you connect with them on a more human level.

We deliver on this promise by following these core principles:

Our strategies are grounded in **human insight**

We explore your audience's behaviour and the drivers behind it.

Our creative is focused on **behaviour change**

We use storytelling and human-centred design to engage people and motivate them to act.

We deliver it all through **intuitive technology**

Enabling people to connect more easily with your business by removing barriers.

We are a strategic creative partner

We have 28 years experience partnering with complex global organisations. Our work is as varied as the challenges they bring us.

But the value we deliver is always focused on these three core areas of progress:

Cultural transformation

- People
- Passion
- Purpose

Brand transformation

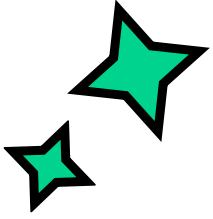
- Story
- Image
- Experience

Digital transformation

- Technology
- Platforms
- Training

03.

Question



What does **sustainability**
mean to you, and your
customers?



04.

The sustainability effect

What does sustainability mean to us?

We see sustainability as consisting of three core aspects: Environmental, social and governance (ESG).

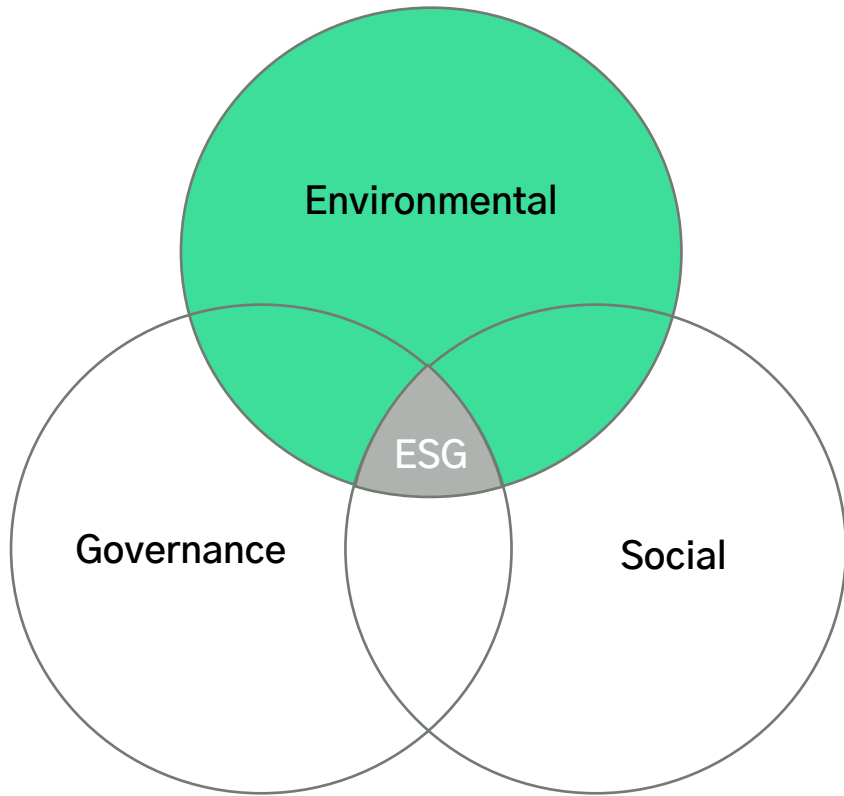
ESG is an established framework which provides an assessment criteria for investors looking for businesses who are striving to make the world a better place.

The ESG framework was first mentioned in the 2006 United Nation's Principles for Responsible Investment (PRI) report, with the requirement that the ESG criteria be incorporated into financial evaluations of companies.

Today, business leaders and investors recognize that ESG information helps assess corporate viability, purpose, strategy and management quality. Tomorrow, people hope the ESG framework becomes the basis that all companies are managed.

6x

Companies in S&P Global 100 reported revenues from sustainable products and services **grew six times** the rate of overall company revenues.

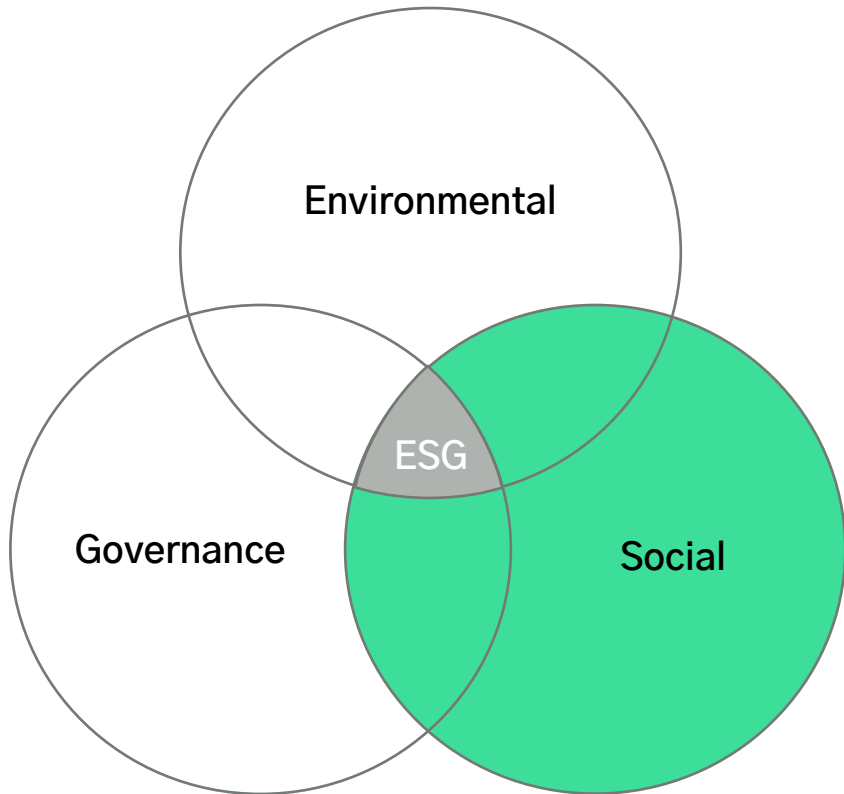


The 'E' in ESG

The 'E' in ESG, environmental criteria, considers how a company performs as a 'steward of the physical environment' and the consequences for living beings as a result of their actions.

Environmental criteria includes:

- Carbon emissions
- Energy usage
- Biodiversity loss/gain
- Pollution and resource extraction
- Water usage and security
- Supply chain environmental sustainability

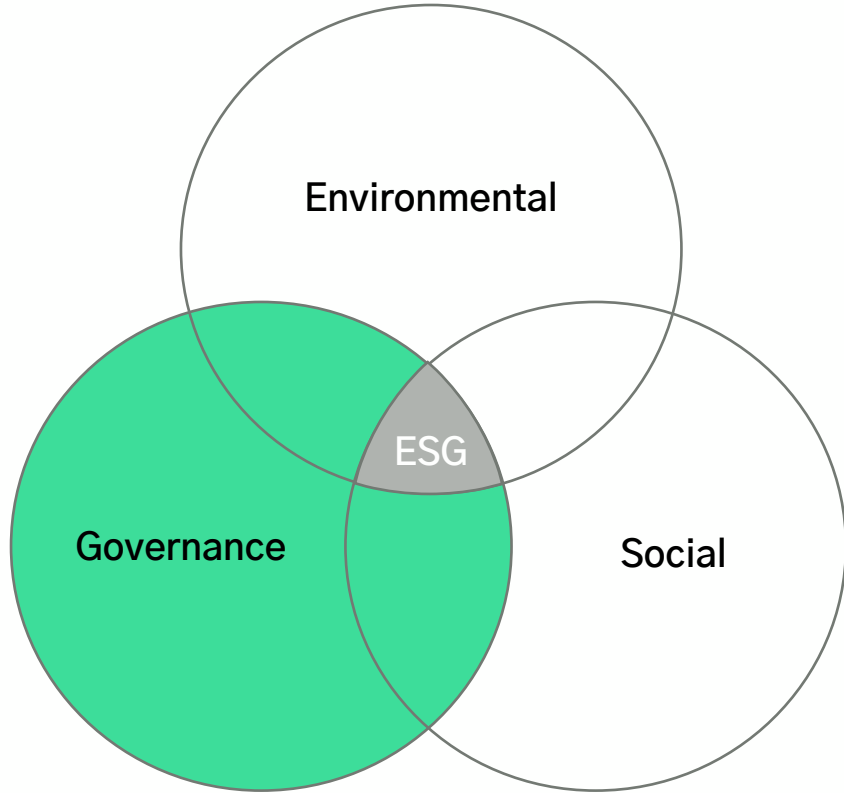


The 'S' in ESG

The 'S' in ESG, social criteria, addresses the relationships your company has with its employees, customers and the communities they operate in.

Social criteria includes:

- Health & safety
- Human rights & community
- Labour standards
- Customer responsibility
- Supply chain social responsibility



The 'G' in ESG

The 'G' in ESG, governance criteria, is your business's internal system of practices, controls, and procedures which helps an organization govern itself, make effective decisions, comply with the law, and meet the needs of external stakeholders.

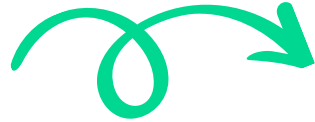
Governance criteria includes:

- Corporate governance
- Anti-corruption
- Tax transparency
- Risk management

The ESG effect

The corporate world is undergoing a huge mindset shift and ESG represents a big part of this change. This is creating space for a new model of economic and social theory to emerge.

From



To

“Social and environmental responsibility adversely affect a firm’s financial performance.

And it is the responsibility of management to maximise shareholder returns irrespective of environmental, social or broader governance issues such as corruption.”

Milton Friedman (1960)

“Societal and environmental responsibility contributes to the overall quality and longevity of a business, as well as contributing to financial performance.

It is possible to do the right thing and make money at the same time.

Harvard Business School (2020)

Why invest in ESG?

Top-line growth

70%

of customers in industries including automotive, building, electronics and packaging say they would pay an additional 5% for green products that meet the same performance standards

Fosters innovation

\$300 million

Since 2013, GE has reduced GHG emissions by 32% and water by 45% and this has resulted in three hundred million dollars of savings.

Operational efficiencies

88%

of companies with good ESG practices result in better operational performance

Enhanced culture

55%

Morale was found to be 55% better in companies with strong sustainability programs, compared to those with poor ones.

05.

Developing your sustainability strategy



Commit

- **Commit to improving sustainability performance across the business**
- **Ensure leadership is engaged** and is familiar with both the challenges and potential opportunities
- **Ensure team is engaged** (finance / procurement / operations / management)
- **Where appropriate, determine accountability** (appoint 'champion')
- *Materiality assessment: Requires engagement with key stakeholders*
- *Take a holistic approach*
- *Quantify and 'score' issues (impact on business Vs importance to stakeholders)*

Environmental	Social	Governance
Carbon emissions	Diversity	Business ethics
Biodiversity impact	Supply chain	Executive compensation
Pollution	Human rights	Tax/economic contribution



Measure

- **What isn't measured can't be managed** (or improved!)
- **Set a baseline** to honestly and transparently report current performance to stakeholders
- **Measure using quantitative** (Carbon footprint) **and qualitative** (team satisfaction surveys) **methods**
- **Accept results and be prepared to act.**
- **Focus on the most pressing issues** rather than the easiest to change.





Plan

- Break down strategic approach into **manageable, time-bounded projects.**
- Ensure, where possible, that **roles and responsibilities are allocated, and delivery is shared** across the business.
- **Set measurable KPIs** and decide on **key milestones.**
- **Ensure that the plan is communicated internally,** and the whole team is aware of the changes required in the long and short-term.
- **Plan a reporting framework** and how/when progress will be communicated externally



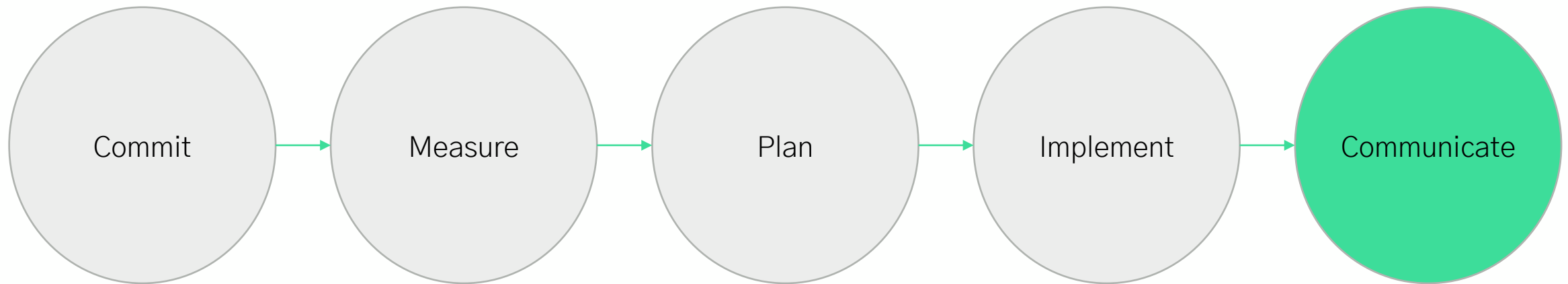


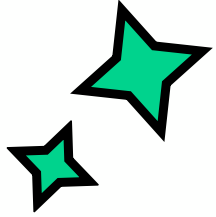
Implement



- **Deliver improvements across the business**, incorporating behaviour change, operational change and infrastructure change where relevant.
- **If employee and community benefits** are part of the strategy, ensure availability is communicated and uptake is encouraged.
- **Gather regular feedback** to monitor impact and be prepared to make changes to strategy if required.
- **Be aware of the potential for unintended consequences** (eg, working from home)

Developing your sustainability strategy





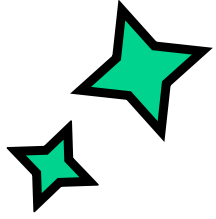
Break time

Back here in 10 mins..



07.

Question



What are your **drivers** and **barriers** with communicating about sustainability?



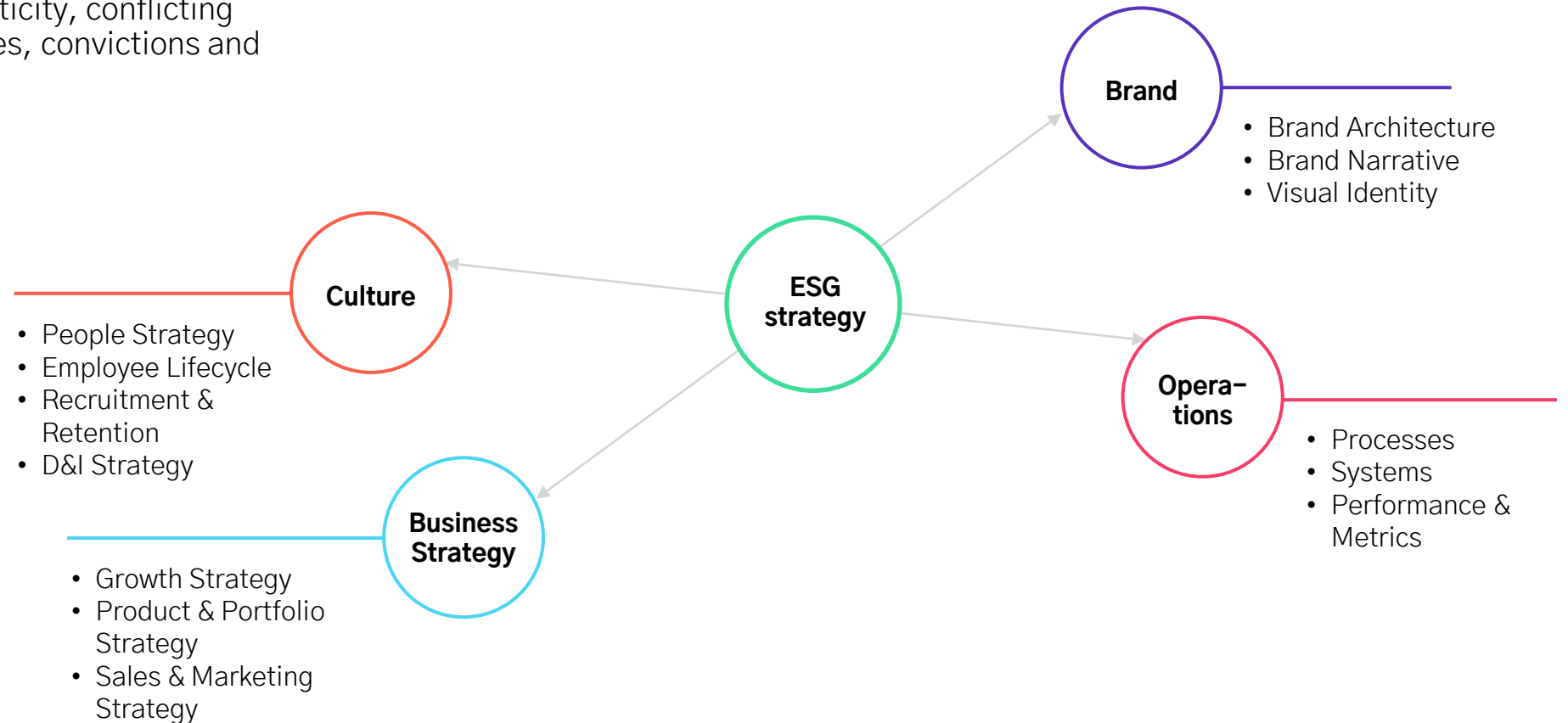
08.

Authentic sustainability comms

A disconnected strategy

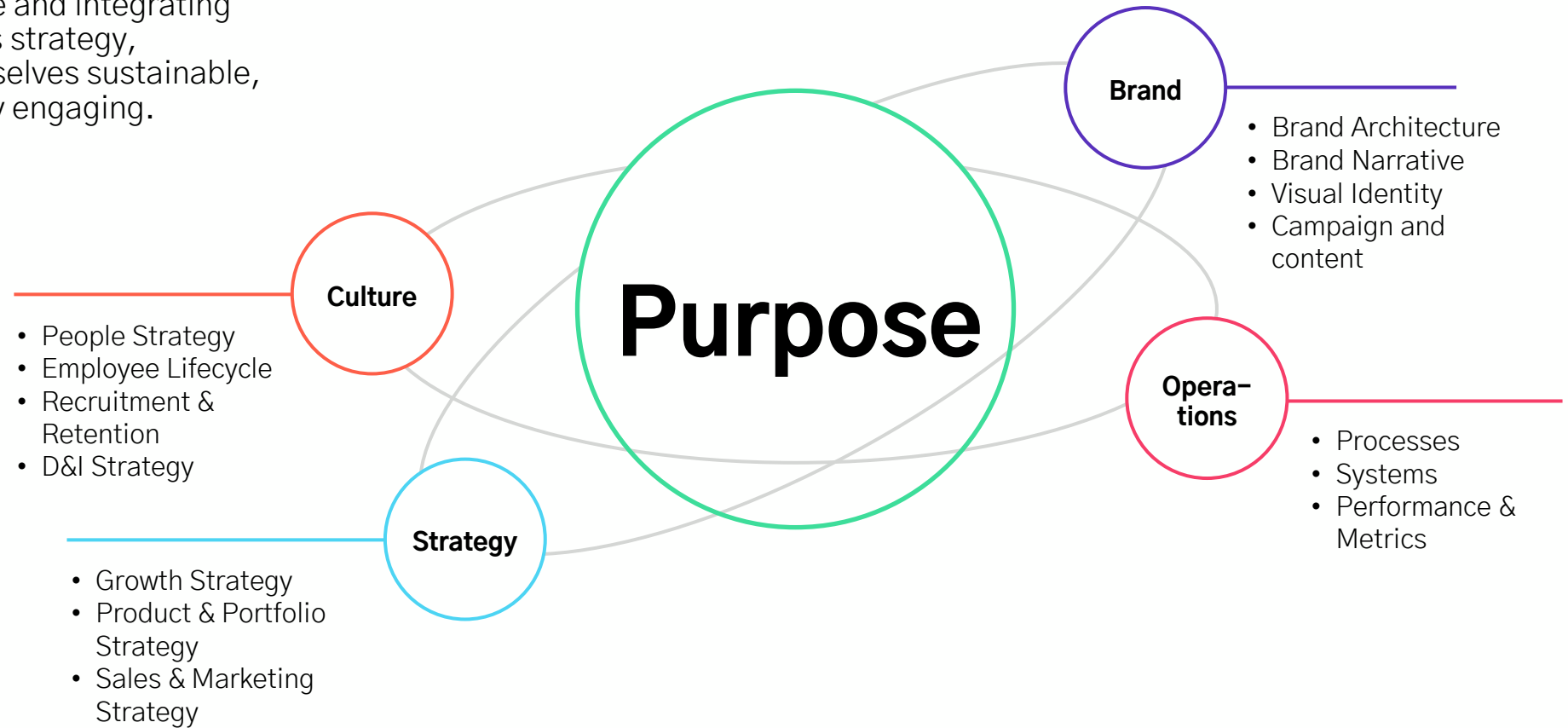
Sustainability strategies inform all aspects of a business, but the current approach to defining this strategy creates siloed workstreams.

This disconnect can have significant impacts your business such as lack of authenticity, conflicting strategies, and, in extreme cases, convictions and fines for greenwashing.

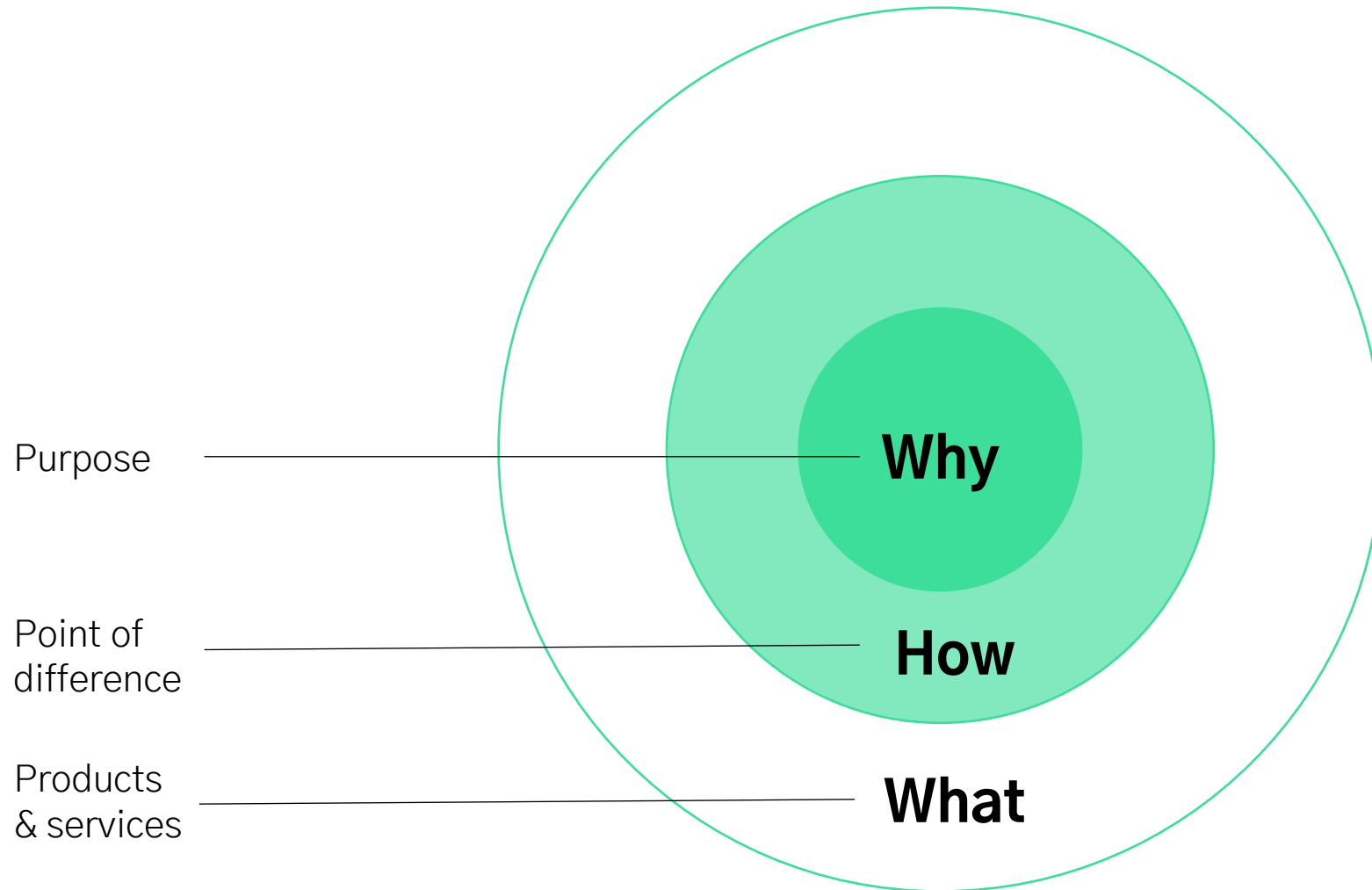


Put purpose at the centre

Sustainability strategy development identifies what a business really cares about, the reason it exists. By leading with purpose and integrating ESG strategy as core to business strategy, businesses can truly make themselves sustainable, future-focused and authentically engaging.



Start with your brand purpose





People don't buy
what you do;
they buy why you do it.

Simon Sinek



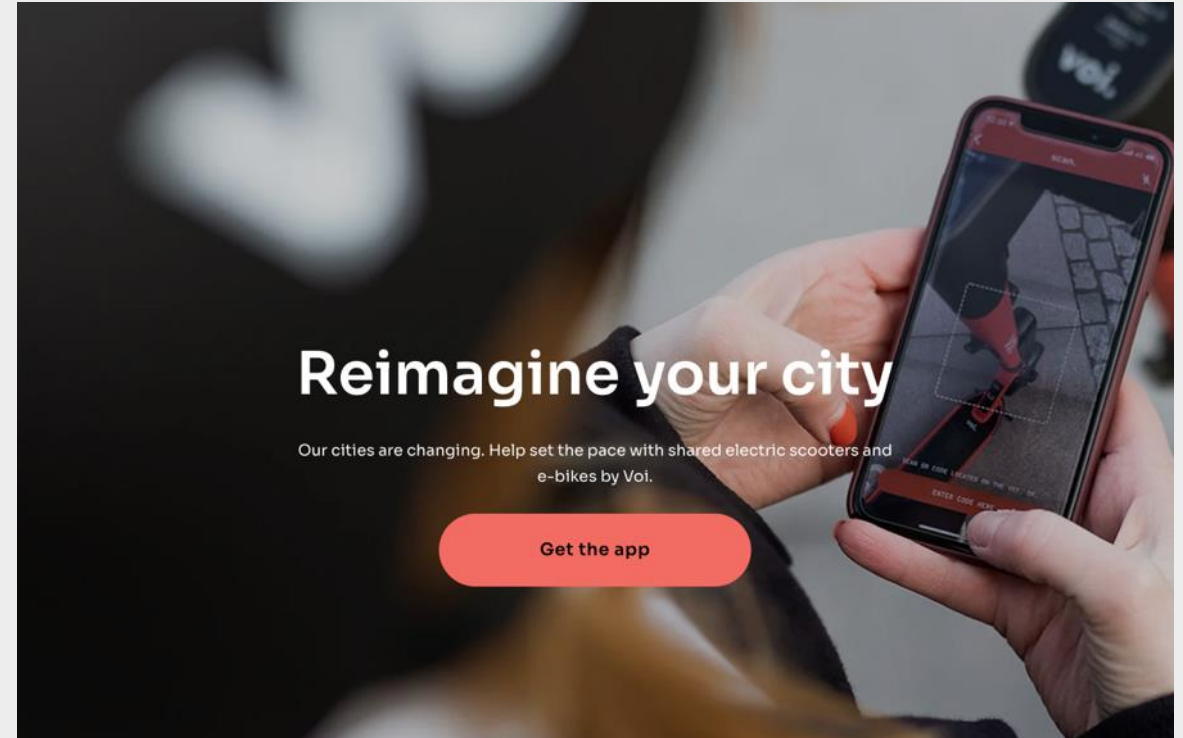
To move the world forward through the power of sport – breaking barriers and building community to change the game for all.*

*If you have a body, you are an athlete.





To shape cities for people, reducing air and noise pollution, and breaking traffic gridlock across Europe



GREENPEACE

To ensure the ability of Earth to nurture life in all its diversity.



WE CAN ONLY CHANGE 2030



IF WE ALL DEMAND A CHANGE IN 2020

Pledge your support at [greenpeace.org](https://www.greenpeace.org)
#CleanAirNow

GREENPEACE



Purpose doesn't just
motivate, it inspires

Simon Sinek

09.

The role of certification



B Corp

B Corp is the best known, most respected, and highly credible holistic sustainability certification currently available to businesses wanting to be a force for good.



5 sections:

Governance – mission, ethics, amended articles

Workers – salaries, wellbeing, careers development, satisfaction

Community – diversity, economic impact, civic engagement, supply chain

Environment – management, carbon, water, land, education

Customers – impact, feedback, improvements

Certified B Corps consistently outperform the market, attract, and retain the best talent, and clearly communicate your company's ethics and values



Science-based targets

- 'Science based targets': The requirement to limit global temperature rise to **1.5 degrees** as per the Paris climate agreement.
- **50%** reduction in emissions by **2030**,
- **90%** reduction **no later than 2050** (can pick a closer target)
- Must use removal offsets and can only offset **unavoidable** emissions
- Must include Scope 1, scope 2 and **all material scope 3 emissions** including supply chain emissions



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

10.

Storytelling without greenwashing

Knowing which story tell

A

“Who-I-am” stories

These stories explain who you are as a person. They tell others about your dreams, goals, accomplishments, failures, motivations, values of history.

Who-i-am stories are essential to build trust. Tell them when you need to establish a connection with new people.

Knowing which story tell

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B

“Why-I-am-here” stories

These stories communicate why you’re here, and their aim is to replace suspicion with trust. People want to know, “what’s in it for me?” but they also want to know “what’s in it for you?”

These stories explain that you don’t have a hidden agenda, and that you’ll both get something fair out of the situation.

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C

Teaching stories

These stories creates an experience that transforms listeners or readers. They show how a change in their behaviour, perspective or skills can lead to meaningful results.

You can use teaching stories to illustrate a situation, such as a best or worst-case scenario.

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Vision stories

These stories inspire people and encourage them to feel hope or happiness. Here you convince your audience that their hard work and sacrifice is worth the effort. You need to link their actions to a specific valuable, and worthwhile outcome.

Use vision stories when you need to motivate people to change their behaviour.

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Values-in-action stories

These stories reinforce the values that you want your audience to demonstrate or think about.

These stories can be positive or negative, you can tell stories that demonstrate integrity, compassion and commitment. Or stories that highlight attitudes you don’t want to see, such as cynicism, selfishness etc.

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F

“I-know-what-you-are-thinking” stories

These stories allow you to address the objectives of others (as well as their suspicions, questions or concerns) before they voice them. With these stories, you need to identify your audience’s point of view, so you choose a story that deals with their unspoken concerns.

Top tips for sustainable storytelling

01

Acknowledge we are all on the same journey to a more socially and environmentally just world.

02

Be transparent with where you are today, and where you want to be tomorrow.

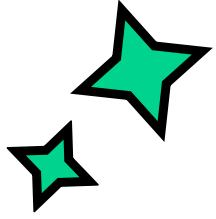
03

If in doubt, ask your internal team – if they don't agree with your message you shouldn't be communicating it.

No matter what story you tell:



1. **Be truthful and accurate:** Businesses must live up to the claims they make about their products, services, brands and activities
2. **Be clear and unambiguous:** The meaning that a consumer is likely to take from a product's messaging and the credentials of that product should match
3. **Not omit or hide important information:** Claims must not prevent someone from making an informed choice because of the information they leave out
4. **Only make fair and meaningful comparisons:** Any products compared should meet the same needs or be intended for the same purpose
5. **Consider the full life cycle of the product:** When making claims, businesses must consider the total impact of a product or service.
6. **Be substantiated:** Businesses should be able to back up their claims with robust, credible and up to date evidence



Questions?

Let's chat...



Thank you



Delivered by



On behalf of



Skills for Clean Growth Workshops – October 2022

Theme	Organisational Learning & Value	Date	Venue
Waste Management	Reducing waste and implementing circular economy principles	4 th Oct 2022	Bristol UWE Business School
Communication and Sustainability Marketing	Helping you to authentically articulate your sustainability journey with customers & stakeholders	6 th Oct 2022	Future Leap Clifton
Workforce Engagement	Bringing colleagues across your organisation on board with your sustainability journey and managing climate anxiety	12 th Oct 2022	Future Space, UWE Bristol
Sustainable Certifications (inc B Corp)	What certifications can help your organisation and how to approach them	19 th Oct 2022	Future Leap Gloucester Rd
Supply Chain Greening & Procurement	Measuring Scope 3 emissions & working with suppliers and value chain to reduce these	31 st Oct 2022	Bristol venue tbc

October