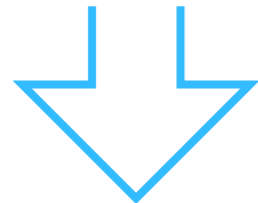


THE SUSTAINABLE MARKETER ACTION PLAN

SUSTAINABLE MARKETERS... Drive the sustainability agenda – Inwards, Upwards and Outwards.
Your role is to drive the sustainability agenda.

INWARDS



Understand where your organisation is right now with regards to sustainability. Is there a sustainability lead – if not, nominate yourself.

Meet with different departments; supply chain, finance, product development, R&D, HR, IT – find out their views, focus, desires when it comes to sustainability.

Find out what your employees think, value and want when it comes to sustainability.

Find out what your customers think, value and want when it comes to sustainability.

Communicate the progress your organisation is making to all employees as part of internal communications. Where you are right now, where you're heading and the role they play.

UPWARDS



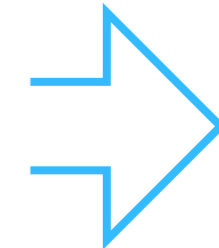
Understand where sustainability sits on the boardroom agenda?

Revisit organisational 'Purpose' – the mission, the values – does sustainability align – and is sustainability, the mission, the values being used as a lens for decision making?

Build a business case – considering, landscape, regulation, competitors, opportunities. Educate your senior leadership team on the facts and stats – including the views of your employees and customers.

Work to embed sustainability into the heart of strategy – it needs to be budgeted for, resourced and reported on.

OUTWARDS



Communicate to your external stakeholders the progress your organisation is making. Where you are right now – where you're heading and the role they play.

Ensure that the story you tell is authentic, transparent and fundamentally honest. You may not be perfect, but trust will be gained by being transparent not greenwashing.

Consider all brand touchpoints – ensure that you're conveying a consistent brand story when it comes to sustainability, purpose and values.

Develop a sustainability lens that overlays everything you communicate from a marketing perspective.