TAMARINDO
strategic communications advisory

THE CLIMATE COMMUNICATIONS TIP SHEET

How do you tell your audiences what you are doing to save the planet without getting accused of bandwagon-jumping or greenwashing? Here are some simple tips to support your climate-related communications throughout 2022.

Keep abreast of developments

Every day sees a new net-zero announcement or carbon emissions reduction plan. While it is impossible to stay on top of all of these, it is also good practice to keep a cuttings file with some of the salient recent headlines, which you can pass on to your executives to use as talking points.

Know your company's position

Before talking up your company's sustainability credentials you should find out if the business has made basic commitments on issues such as net zero emissions—and if not, why not. Be aware of increasing scrutiny around corporate climate commitments. If in doubt, don't shout.

Select a climate spokesperson

Who is going to speak on behalf of your company's sustainability strategy? If you don't have a dedicated executive on the team, then perhaps look to groom one of your existing spokespeople to speak on matters such as emissions reduction.

Join the conversation – where it makes sense

Experts are always in demand, and if you have someone in the business who can speak with real authority on emissions cuts and other sustainable issues then by all means put them forward for events, media opportunities and the like. Just remember the key phrase here is 'real authority.'

Have a contingency plan

You go out to the media with a supposedly innocent statement and next thing you know your company is being accused of greenwashing. These things happen, so make sure you scrutinise communications with a climate-critical eye and have a plan up your sleeve if your messaging backfires.

Get in touch to find out what we can do for your business.

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