

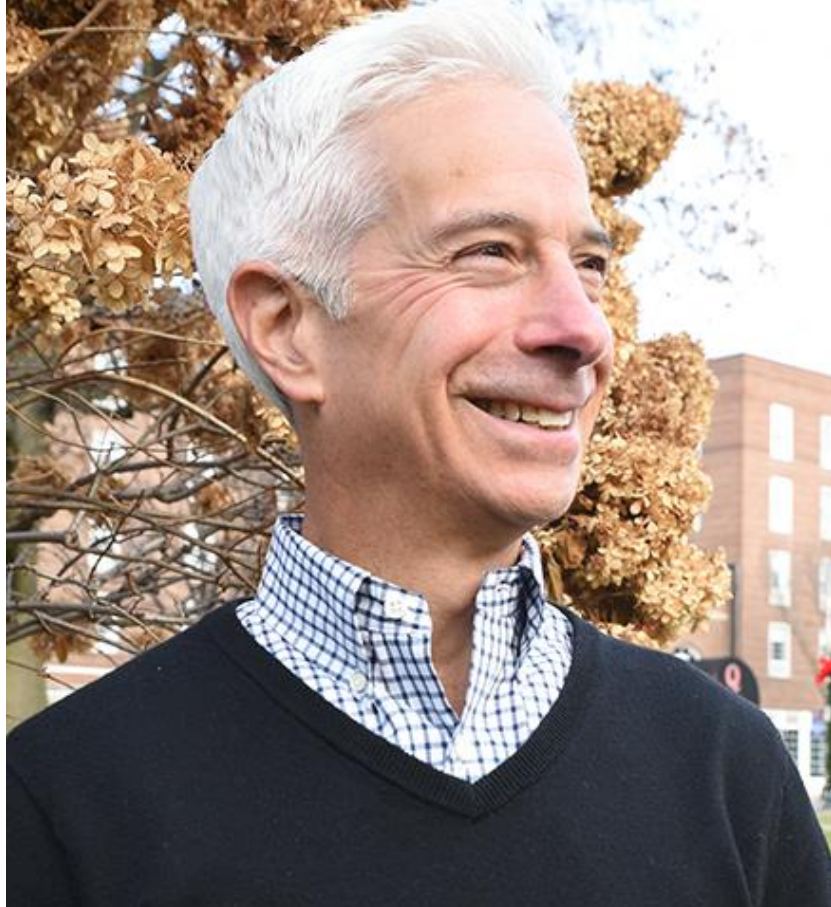


SUSTAINABLE **PR**

Public relations for a green planet

Who We Are

- ▶ Media/communications specialists
- ▶ Led by senior practitioners with decades of experience
- ▶ Exclusively focused on the green marketplace



Tony DeFazio
Founder &
Principal

7 Winning PR Tactics for Green Companies

How savvy green companies can turn younger generations of skeptical consumers into fierce brand advocates with the power of earned media



Growth in the Green Marketspace

- ▶ The green-economy is currently the fifth largest industry in the global market
- ▶ The global green technology and sustainability market size was valued at \$10.32 billion in 2020, and is projected to reach \$74.64 billion by 2030, growing at a CAGR of 21.9% from 2021 to 2030.

Greenwashing

- ▶ What is greenwashing?
- ▶ Why is it a concern
 - ▶ According to the Green Business Bureau, 58% (of survey respondents) admitted their own company has engaged in corporate greenwash, with that number jumping to 72% for companies based in North America. This prevalence of corporate greenwash is creating distrust in the business environment.

1. Highlight the Facts.



Green messaging is most effective when it showcases action, activity and impact.



Utilize data points associated with those actions to support claims and establish an authentic voice.

2. Keep an Eye on Your Optics.

- ▶ What are your actions saying about the company?
- ▶ Be sure your business' values are upheld by its actions.
- ▶ Eliminate inconsistencies between values, actions, and messaging.

3. Get Specific With Your Language.

- ▶ Clarity and precision are key.
- ▶ Avoid industry jargon and hyperbole.
- ▶ Site verifiable facts to back up claims.



4. Offer Transparency Early and Often.

- ▶ Be sure you clarify how your offering supports a sustainable mission and explain exactly how you plan to achieve your goals.

5. Show, Don't Tell.

- ▶ Seventh Generation's #ComeClean campaign
 - ▶ Encourages other brands to disclose their ingredients
 - ▶ Highlights the company's product lines
 - ▶ Showcases the company's positive impact on the industry as a whole





6. Work to Visibly Elevate the Industry.

- ▶ Educate consumers and encourage them to raise their standards.



7. Consider Consumer Value and Work to Increase It, Not Justify It.

- ▶ Make eco-conscious consumerism accessible to a wider market.
- ▶ Reduce the “Green Premium”
- ▶ Sustainable choices should not be associated with only luxury brands and high price points.

Questions?