

# Communicating Sustainability in your Organisation

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## It's not just a green thing...

Sustainability is fast becoming a commitment for many organisations. There are those who have taken the environmental issues to heart. Some are being driven by its rising priority with shareholders and consumers. While others can see significant cost saving benefits as well as business advantage. What is certain, is that sustainability is firmly on the business agenda.

So, when it comes to communication, is it just about publicising the environmental credentials to customers, reminding employees to recycle and tying it all up with a green bow?

## A different headset

Sustainability is too good an opportunity to leave to the environmentalists. It can be a rewarding way of looking at all your organisation's actions. It becomes a way to challenge short-termism, a means of discovering new ways to do things, the elimination of waste and the revitalisation of whole business thinking. Or, minimally, it's just about impact on the environment.

How can Sustainability Communication move from telling and selling to creating understanding and engaging customers, employees and partners?

## How we can help

### SUSTAINABILITY COMMUNICATION STRATEGY

Use our services to develop your vision for communication and support and really activate your organisation's sustainability policies and programmes. We work with you to better understand your culture and identify the obstacles and opportunities for success. Saffron House will help you to develop and implement the Communication Strategy, with a comprehensive Action Plan. What's more, we transfer our knowledge, enabling you to become self-reliant and sustainable in your communications.

### SUSTAINABILITY COMMUNICATION AUDIT

How sustainable is your current internal communication approach? We review your current channels, goals, roles and responsibilities. We help you form a snapshot of employee and management responses to internal communication. We identify the metrics which will guide your Internal Communication approach, provide important feedback information and, importantly, enable you to show where you are getting the best return on your investment.

### ENABLING AND EMPOWERING COMMUNICATION

When it comes to implementing your Sustainability Communication Strategy, solutions often focus on devolving communication responsibilities, enabling and empowering others to be more active and more effective in making communication part of their daily agenda. Saffron House can provide systems, tools and training to help make this happen. This may include transforming your intranet to become a more productive part of the business life of your organisation.

## Our client experience

Our clients include several global companies as well as UK local and national government. Saffron House projects have included the design of a replacement intranet at a time of merger and a specialist corporate university for one of the Europe's largest IT services companies. We have also assisted a government inspectorate structure their intranet for a community of over one hundred remote workers, eliminating many unsustainable practices. More recently we have assisted a UK local authority to develop their communications strategy to support their five-year Sustainability Plan.

## Related services

### CUSTOMER COMMUNICATIONS

How do you tell your customers and other stakeholders about your sustainability policies and practices - without boring them to death? There are many imaginative and unexpected ways to tell this story - vital to the perceptions of your brand. Our creative team can help you develop your own unique dialogue in images and words.

### EMPLOYEE COMMUNICATIONS

We have more than ten years' experience of designing and implementing employee communication programmes for clients such as Xerox, Philips, ICI and Atos Origin. These have included many HR projects: change management initiatives, diversity, business excellence and high performance teams.

### INTRANET IMPROVEMENT STRATEGIES

Use our services to develop your vision and create your unique intranet strategy. Saffron House can help you to visualise, structure and design an intranet which engages at all levels, making work easier and employees more productive. One that entertains, informs, shares knowledge and helps identify best practice. One that makes you measurably better in business.

## Working with Saffron House

**Saffron House** has been providing successful communications and marketing consultancy, and creative services to clients since 1994.

Our clients choose to work with us in relationships which are informal, responsive and pragmatic. For this reason we don't employ the usual agency structures. We keep our organisation tight and virtual, with the emphasis on high value and performance.

If you prefer the comfort (and premium) of a large agency then we won't be your choice. If, however, you want a catalyst - people who challenge the status quo and are prepared to think differently about your requirement - Saffron House can offer you this.

To discuss our approach to Sustainability Communications, contact:

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