

How to Communicate Your Brand's Sustainability Strategy

5 tips to help you communicate your brand's sustainability strategy



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6



Understanding how to communicate your brand's sustainability strategy is an essential step in upholding its ethical values and attracting new customers. The demand for sustainable brands keeps growing as the world grapples with the threats of climate change and finite planetary resources.

Today's consumers want carbon-neutral products made in equitable work environments. They are passionate about climate change mitigation, economic justice, and other social causes. People understand that companies want to tailor their offerings to consumer demand and leverage that power to enact positive change in the world.

With greater demand for sustainable products comes greater responsibility. Companies must understand how to communicate their sustainability strategy effectively to stand out in the marketplace.

What is sustainability branding?

Sustainability branding is an attempt to solidify a brand's environmental, economic, and social responsibilities to society. These include where companies source their materials, how well they treat employees, whether they use renewable energy, and many other factors. Companies that uphold these values turn to sustainability branding to communicate their values to their customers and other stakeholders.

People feel better about buying from conscious companies. Upholding sustainable values helps attract quality employees and retain them in the long run. Knowing how to communicate your brand's sustainability strategy is important not only for your brand's image but also to ensure the planet benefits from the positive change your company wishes to enact.

5 tips to help you communicate your brand's sustainability strategy

To effectively communicate your brand's sustainability strategy, you must truly embrace these values. It is not just another marketing tool. Branding sustainability should be approached with intention, ensuring that you are sharing your company's values from the inside out.

When crafting your communication, keep your message simple and as relatable as possible. Above all, say no to greenwashing. No one likes dishonesty, and it can do your brand more harm than good. Lastly, it's worth seeking outside certification, which can give your sustainability branding some much-deserved credibility.

1. Be transparent

Being transparent in all facets of your business is an essential component of sustainability branding. Aim for transparency not only in how you phrase your message but in how you do business overall, and much of the work will be done for you.

When you are open about where you source materials and how you treat your employees, for instance, all you have to do is chronicle your brand's

processes. It's very straightforward, and most of your focus is on the strategic description. Your customers don't know what goes on behind the scenes, so paint them a picture.

Tell them about your brand's supply chain and production processes with honesty. Your writing process will flow when you don't have to skip around questionable business practices. When you tailor your story to your target customer, use actionable words to report your story openly. This way, you can establish rapport with your customers, generating trust.

2. Keep it simple

Keeping your message simple goes a long way in helping you connect with your customers. Most of the time, they want easily digestible information that will help them quickly decide whether to trust your brand. If customers want to dig deeper, they will seek your company's sustainability reports – make sure they are easily accessible for anyone who likes in-depth analyses.

When crafting your brand's sustainability communications, highlight the most important points to your target customers. Is the sustainable sourcing of raw materials a priority for them? Is it equitable employee compensation? Look at your marketing metrics and tie into your message the information that matters most to both your company and your customers.

Keep your communication focused and factual. Don't try to include every single detail. Remember, less is more, so be clear about your brand's priorities and include the most important stories. If you find that you have too many undeletable topics, include more visualization tools like charts or other graphics.

3. Make it relatable

People want to relate to others; it's human nature. So, keep your dialog relatable by including individual stories that have a measurable impact on other people and their communities. With your words, you can help your customers visualize what they're spending their money on and create an authentic human connection. Putting a face to those affected in between helps customers understand that they are enacting a positive impact, increasing their trust and satisfaction with your brand.

Humanize your brand by writing in a clear, conversational tone. Steer clear of jargon and technical language that makes your outreach unappealing to customers. An important note is that you avoid overwhelming your reader with sensationalist accounts.

When writing your sustainability message, keep your tone on-brand and use similar language to convey how you phrase and describe your sustainability efforts. By staying consistent, you can facilitate a more holistic perception of your brand, adding an extra layer of relatability.

4. Say "no" to greenwashing

Greenwashing is the exaggeration of a company's sustainability strategy, positioning a brand as better for the environment and society than it really is. Greenwashing works on a spectrum. Some brands' sustainability branding is merely misguided, counting on sweeping generalizations that aren't backed by data. Sometimes, brands divert more resources into showcasing their sustainability practices to customers than actually incorporating them in business operations. Other companies go as far as deliberately masking how their practices are damaging the environment.

Either way, your brand wants to avoid being associated with this label. That's why transparency is so important in the first place: it helps you avoid casting doubt in your customers' minds.

Building investor, employee, and public trust takes years. A single misstep can have serious repercussions. So, be authentic and communicate your brand's sustainability efforts in good faith. Describe your brand's progress toward your goals and back it up with data. Don't forget to include your obstacles, too. Tying all this together helps build customer trust and maintain your brand's integrity.

5. Seek outside certification

Even with a superb sustainability branding strategy, it helps to have a seal of approval to bring in all the credibility your message deserves. That's where third-party certification comes in. It can provide an objective outside evaluation of your brand's sustainability claims, helping to build trust with your customers.

Your communication goes a long way, but that final certification stamp can give you a competitive edge, as customers want to purchase from credible sources. Certification can also help your brand identify areas for improvement in your sustainability strategy, encouraging you to uphold your values in the best way possible. You can only stand to gain from seeking outside certification: it can help your brand demonstrate its commitment to sustainability, enhance the trust of your customers, and give you a competitive advantage in the marketplace.

Final thoughts

More and more consumers are purchasing based on environmental, economic, and social impacts. So, your brand only stands to gain from communicating its sustainability strategy.

Crafting an effective message will help you improve your brand image and enhance its competitive advantage. These values attract highly skilled employees who are there to stay. As a whole, brand sustainability can facilitate waste reduction and attract new customers, yielding higher returns.

That's not all, though. Incorporating sustainability into company values helps companies both small and large enact positive change in the world. Communicating these efforts helps brands position themselves firmly to ensure the planet benefits from their genuinely sustainable efforts.

Need help?

To communicate your messages the most effectively, you may need the help of a professional writer with a deep understanding of the field. If you find yourself struggling when writing your brand's sustainability outreach, consider engaging an expert. Get in touch with me through email (sayhi@vitorianunes.com), and let's write your story together.