

**Talking about
Sustainability, Sustainably**
A Communications Playbook

Focusing on CSR & Sustainability

Crafting communication around social responsibility, corporate social responsibility (CSR), and sustainability is a must for enterprises committed to making a positive impact. This involves articulating the company's values, ethical practices, and dedication to environmental and social well-being. Establishing a strong narrative around CSR initiatives, such as community outreach programs, environmental conservation efforts, or fair labour practices, not only enhances a company's reputation, but also resonates with socially conscious consumers and prospective employees.

Through transparent and compelling storytelling, enterprises can demonstrate their commitment to making a meaningful contribution beyond profit margins. Such communication fosters trust, strengthens brand loyalty, and positions the enterprise as a responsible corporate citizen dedicated to sustainable practices, thereby influencing positive perceptions among stakeholders and the wider community.

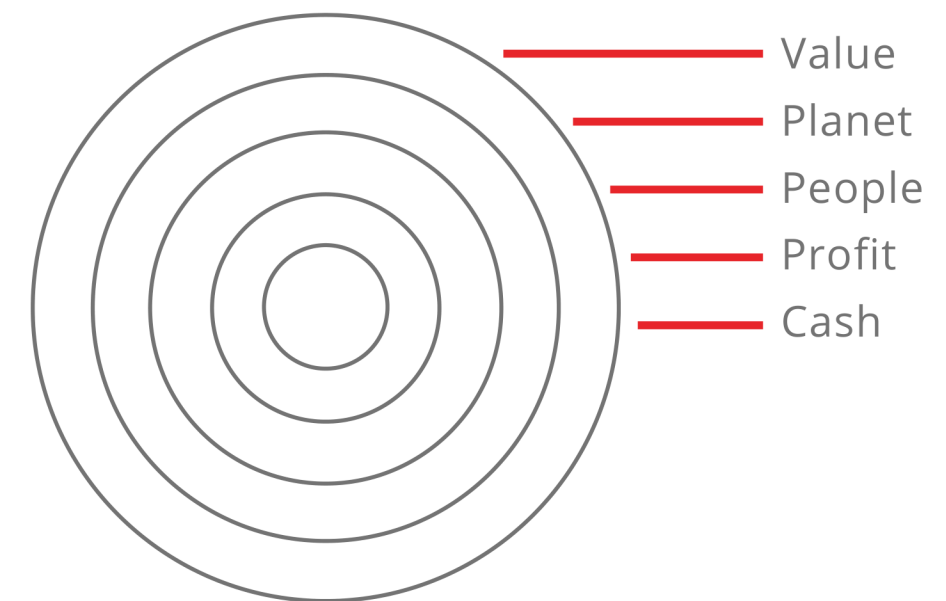
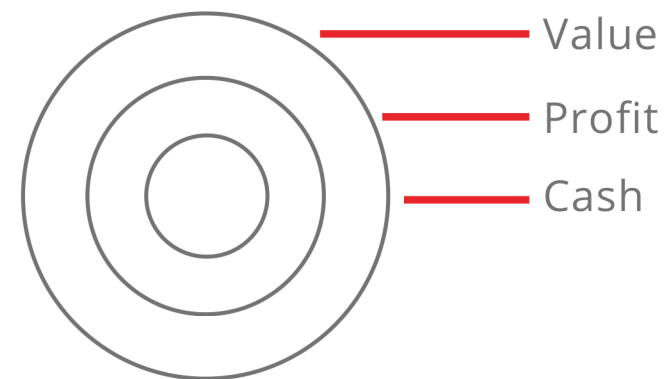
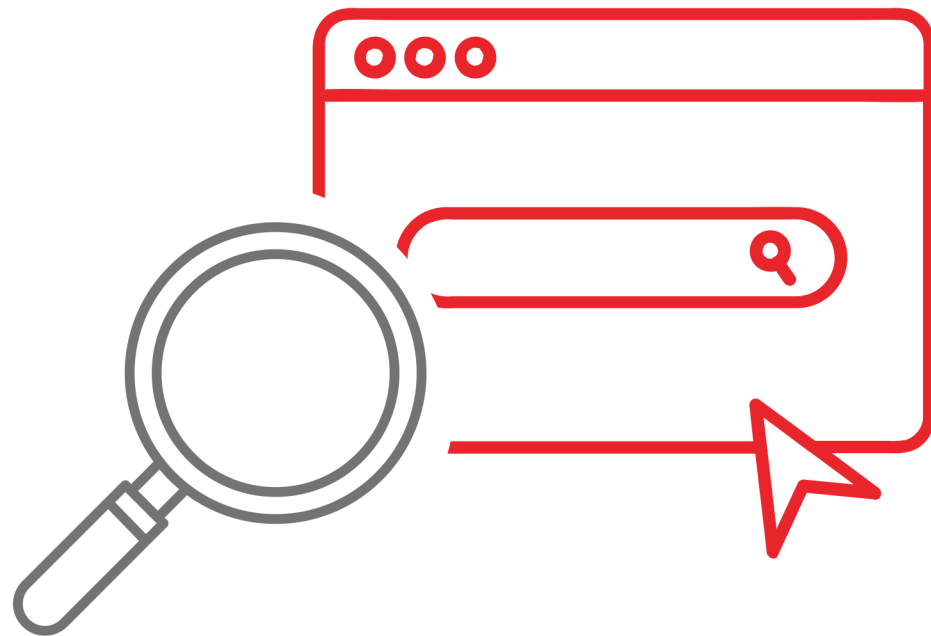
01

Discover your purpose

Deep dive into your brand's reason of existence

Brands should prioritize purpose over positioning to create a meaningful impact, guide product offerings, company culture, crisis management, and CSR initiatives.

Purpose-driven brands build authenticity and trust, attracting talent and navigating market challenges. They contribute to positive social and environmental change, driving growth beyond profit.



Align actions to your purpose

Identify issues that are most relevant to your purpose and mission

Crafting purpose, vision, and mission statements is integral to delineating the objectives and ambitions of your brand, extending beyond mere financial accomplishments. Seek out overarching themes or values that can steer your focus towards addressing specific social or environmental concerns.

Identify the key stakeholders affected by your brand's activities, encompassing employees, customers, investors, suppliers, and communities. Actively engaging with these stakeholders is fundamental for gaining insights into their apprehensions, priorities, and expectations. Subsequently, focus on discerning a central initiative that resonates with your brand's purpose.

ADM, a distinguished supplier of automotive components to OEMs, operates various other businesses and is presently navigating a transformative phase. Considering ADM's extensive manufacturing facilities, the pivotal role of blue-collar employees in their operational framework cannot be overstated. With a core purpose centered on fostering growth through empowering individuals, ADM's corporate social responsibility (CSR) initiative revolves around nurturing the development of young minds aged 11 to 20. This initiative encompasses a spectrum of activities ranging from life skills training to counseling, skill enhancement, and facilitating employment opportunities for underprivileged youth.

THE ADM LIFE TRANSFORMATION



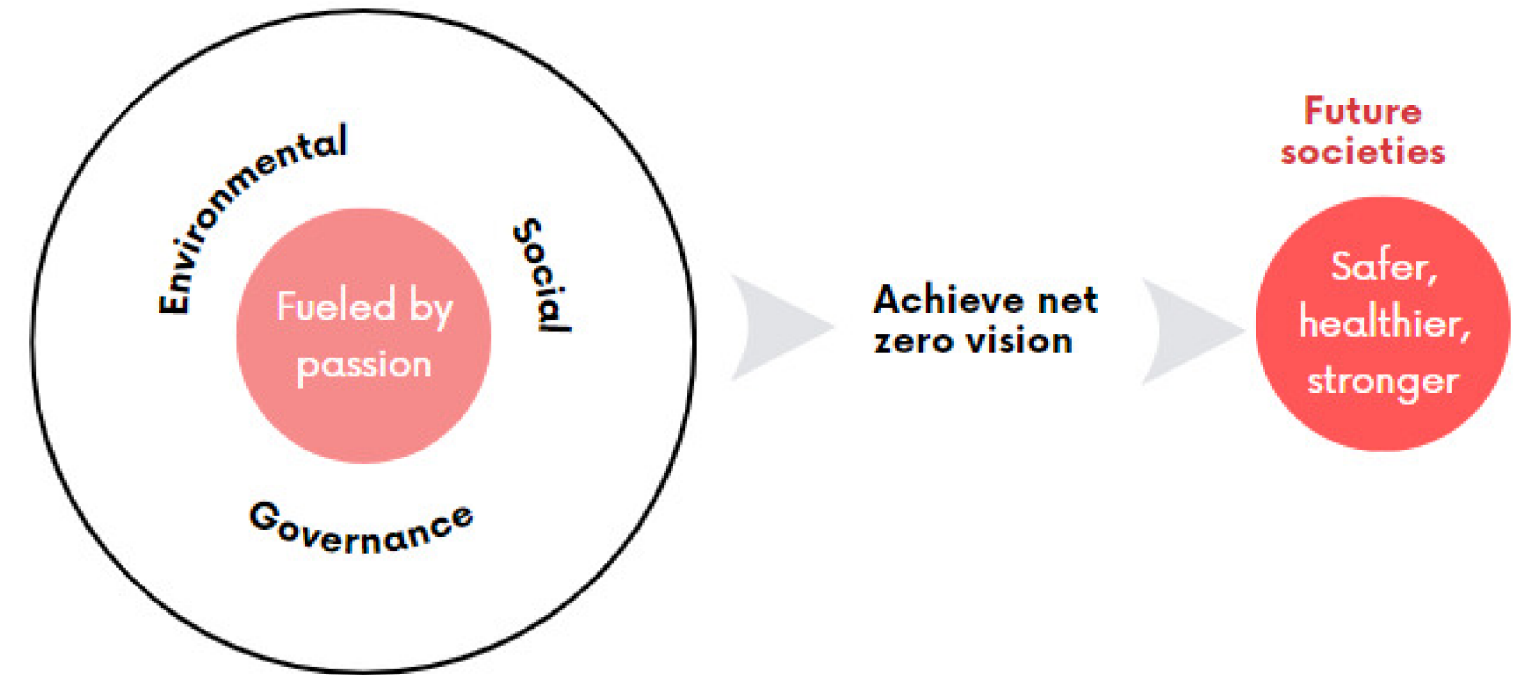
Incorporate sustainability into developing brand perspective

Recognize the vital role sustainability plays in shaping brands and businesses

Sustainability often mirrors broader societal values, encompassing environmental stewardship, social responsibility, and ethical business practices. With the growing awareness of ESG issues, consumers now expect brands to take a stance on sustainability, which, in turn, strengthens brand loyalty, credibility, and connection.

ADM aimed to establish a global brand image that aligned with its rapid expansion. Achieving this required a well-defined purpose and distinct articulation of their perspectives towards business aspects like manufacturing, innovation, customer experience, and the internal team, with an additional focus on 'responsibility' while shaping these perspectives. The responsibility viewpoint addressed not only ESG factors, but also CSR, employee considerations, and overall alignment with the brand's purpose and mission.

By embracing sustainability, brands not only contribute to positive societal and environmental impacts, but also bolster their reputation, relevance, and resilience within their industry.



What are we solving?

Solutions that,
Help us achieve the net zero vision

Focused on,
Circular economy

By ensuring,
A safer, healthier, stronger and happier future

Culture

Passion for positive change

Our inside-out approach ensures that we work for the well-being of society

Innovation for tomorrow

We believe in driving progress through continuous innovation & forward-thinking solutions

Sustainable way of working

We enhance teams' skills to ensure that our operations are in alignment with our sustainability goals

People

Equal opportunities

Our diversity and inclusion programmes contribute to creating a better society

Well-being

We prioritize health, safety, growth, and development of our team for sustained success

Long term industry relevance

We provide skill-enhancing training to keep teams in lockstep with industry needs

Actions

Ethical supply chain practices

Building a sustainable future through responsible sourcing and ethical supply chain practices.

Monitoring

We are continuously monitoring our impact on planet and adapting to sustainable solutions

Focused on ESG

We have defined goals for the coming years which include related certifications

Governance

Ethics

Adhering to principled practices is non-negotiable for us

Data security

Securing customer and other sensitive information is an unwavering commitment

Technology

We use smart tools to inform and track our sustainability initiatives



02

Sustainability <> Content

REMEMBER!

Show, don't just tell.

- Make dull communication materials engaging to impact brand perception.
- Use design elements to convey sustainability messages effectively.
- Utilize unconventional mediums like augmented reality for sustainability campaigns.
- Involve employees as advocates for sustainability in communications.

Create to express your commitment

Content as a lever

Effective content meets stakeholder expectations for social and environmental responsibility, enhances brand trust, sets the brand apart in the market, and adapts to new challenges and opportunities for sustainability communication.

Mind the tonality, pay attention to

- Importance of brand archetypes and tonality in sustainability communications.
- Influence of brand archetype on sustainability messaging.
- Using design elements to strengthen brand archetype in sustainability materials.
- Analysis of iconic brands with diverse archetypes in sustainability communication.
- Before-and-after sustainability communication examples with different brand archetypes.
- Consistent messaging across social media, websites, and offline channels remains crucial.

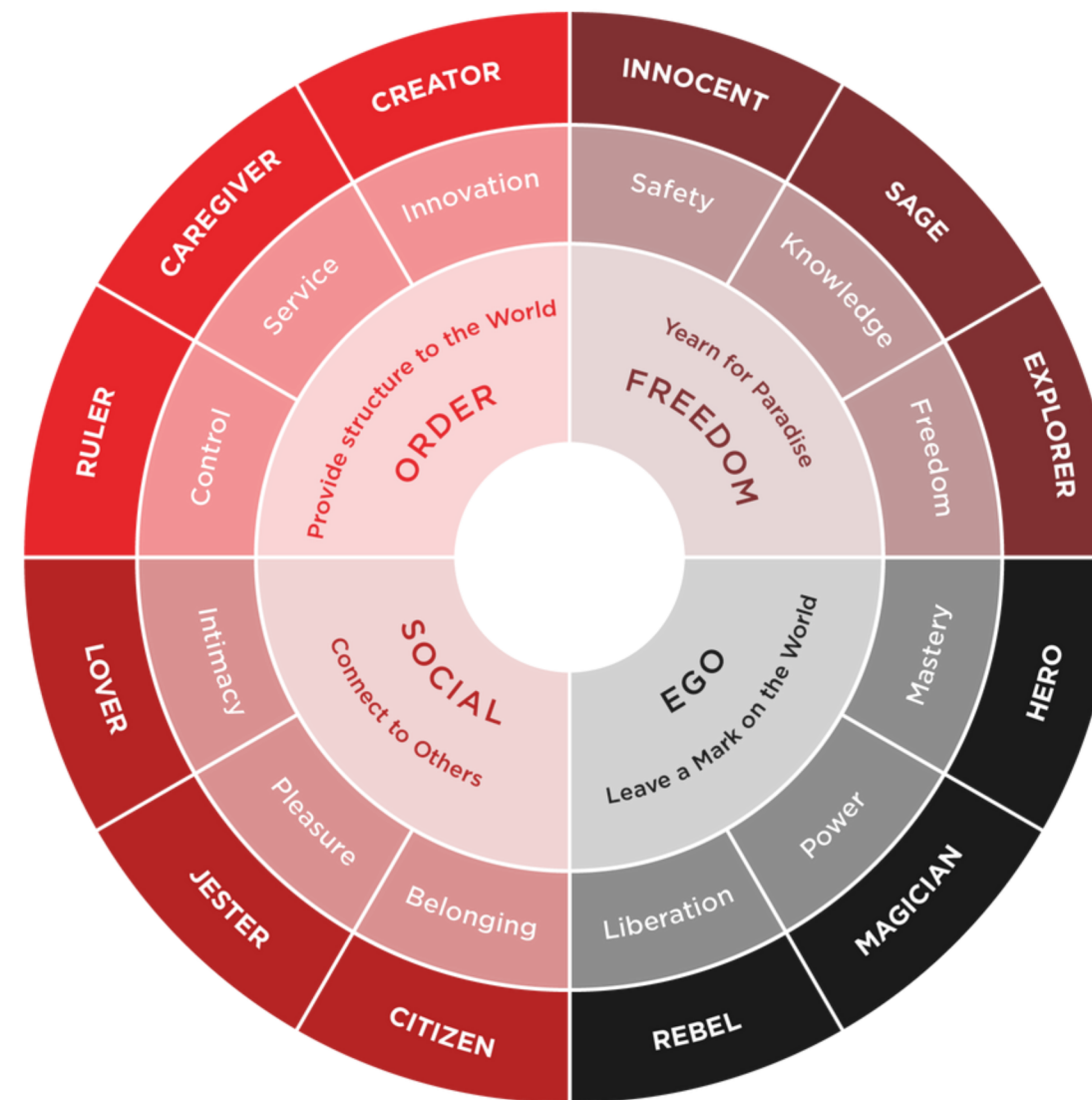
The Brand Archetypes - Guardrails of ESG Comms

Brand archetypes are essential character profiles that embody various aspects of human personality and behavior. These archetypes act as a guide for crafting brand identity and communication approaches.

Relevance	Brings authenticity, resonance and consistency in messaging
Tonality	Speak like the archetype, look like the archetype
Design	Reinforce engagement and memorability of message

Before

A sustainability message that is generic and doesn't reflect the brand's values or personality.



After

A revised message that captures the brand's archetype, authenticity, emotion, and relevance

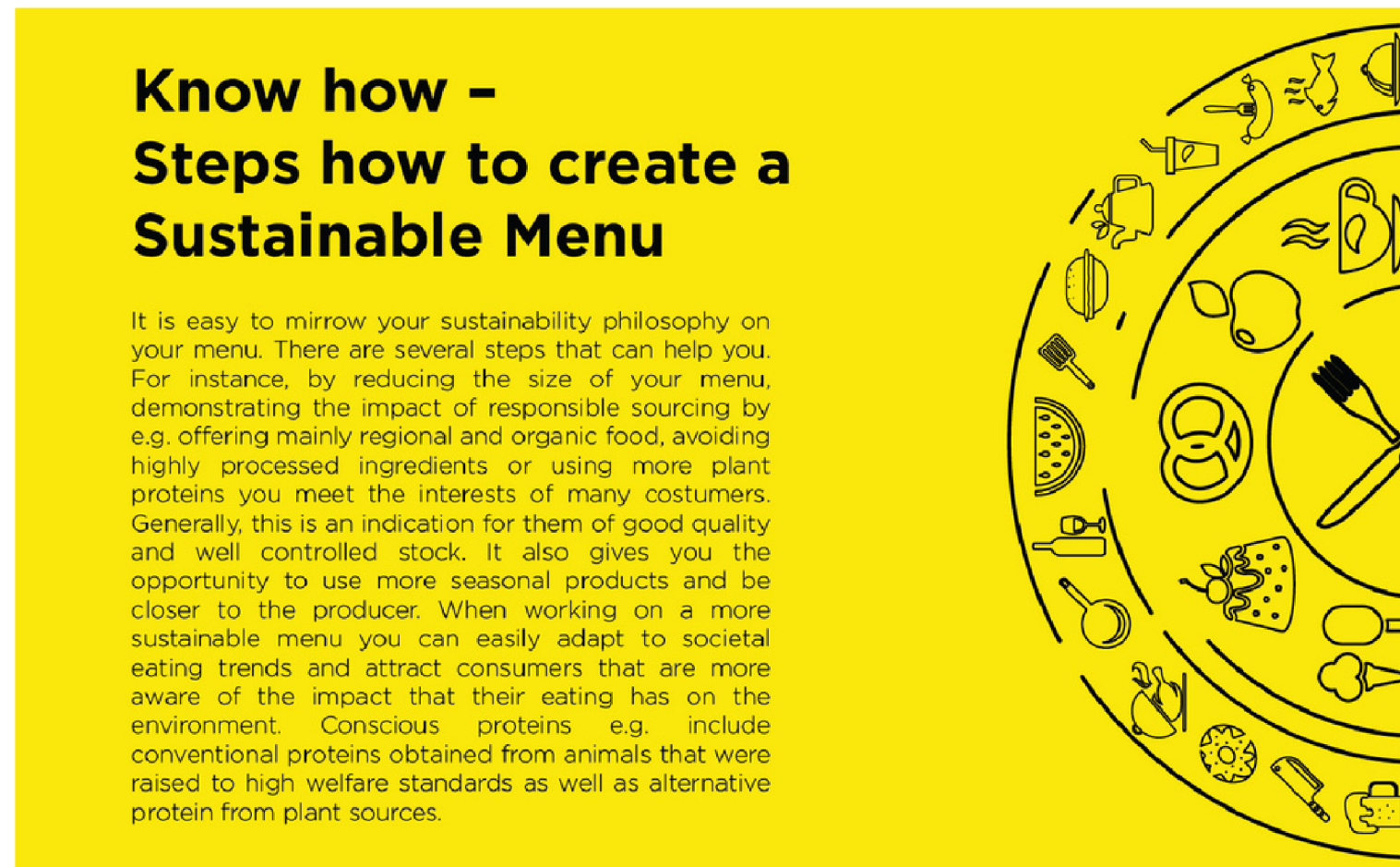
The right intent and unique approach to communications

Increased the sustainability quotient for a G2K enterprise through an immersive content and design experience

- Developed a comprehensive isometric walkthrough of a sustainable restaurant to demonstrate sustainability practices.
- Generated interest among B2B customers in exploring and evaluating METRO's array of sustainable products
- Enhanced the METRO brand reputation from a sustainability and expertise in organic food angle.



Modern layouts, generous brand colors



Gamified content, bite-size layouts and cross-promotion of business links

A Content Ready Reckoner for Sustainability



Adapting to New Challenges and Opportunities

Sustainability communications need to adapt to societal, environmental, and business changes. Continuous innovation is key to addressing new issues and staying relevant.



Fresh and Engaging Content and Design

Continuous innovation in communication strategies ensures fresh, compelling content and design for diverse audiences. Leveraging new technologies and creative approaches enhances engagement and fosters deeper connections with stakeholders.



Consistent Messaging Across Channels

Consistent messaging across communication channels (social media, websites, offline materials) builds trust, credibility, and brand recognition. Harmonizing messaging around sustainability narratives and values amplifies impact and engages stakeholders coherently.



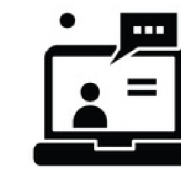
Harnessing Employee Advocacy

Employees are key sustainability advocates, embodying the brand's values. Sharing their stories humanizes sustainability efforts, aligns internally, and motivates external stakeholders.



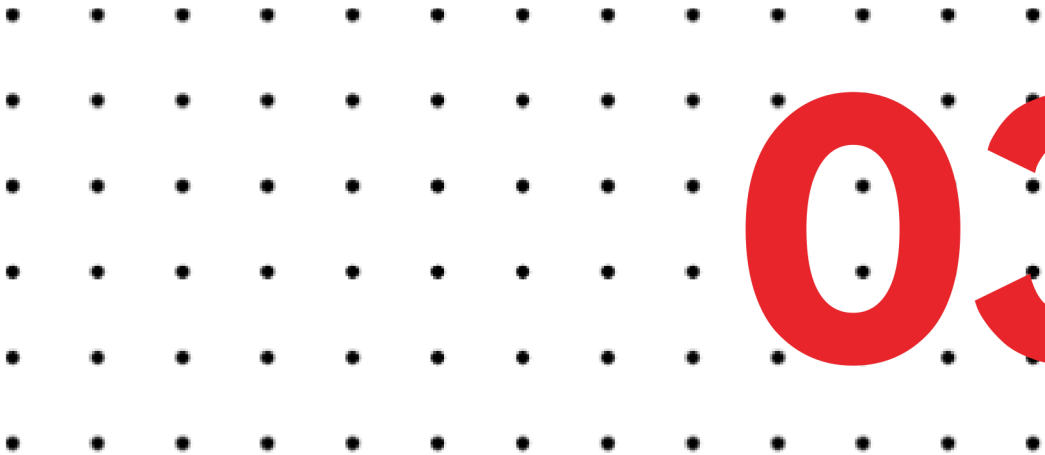
Employee Engagement Strategies

Foster a sustainable culture by empowering employees to contribute ideas and participate in sustainability programs and collaborations.



Integration of Employee Stories

Highlight employee stories and insights on sustainability through communication channels. Incorporate their voices in content and events to showcase the organization's sustainability commitment and impact.



03

Moving from Purpose Marketing to Purpose Communication

Intentional, relevant, and purposeful for society - not the brand

Corporate social responsibility (CSR) entails a company's pledge to ethical practices, sustainability, and creating a beneficial influence on society. Incorporating CSR into brand communication strategies showcases the company's commitment to social and environmental welfare. The essential elements of integrating CSR into Brand Communications involve a 3A action plan:

- Alignment: Ensuring authenticity and avoiding superficiality by aligning with the company's purpose.
- Adoption: Encouraging intentional and meaningful contributions from internal stakeholders.
- Action: Implementing tangible and purposeful initiatives on the ground to make a real impact.



Alignment

Adoption

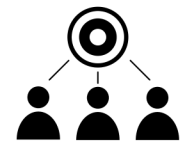
Action

Communication as an outlet of 3As

Envision, Convince, Declare, Showcase



To ensure alignment between a brand and the community, clear communication through **visioning** exercises, personal summaries, and purpose statement drafting is essential.



To ensure success in CSR mandates, **convincing** internal stakeholders is crucial. This involves showcasing the purpose, benefits for them, and the impact they can create.



Declaring commitment through CSR-focused websites, videos, interviews, and collaborations helps involve stakeholders and build excitement.



Authentic CSR communication involves **showcasing** impact through project updates, social media, live broadcasts, and videos to engage supporters and mark project milestones.

Outcomes that truly matter

Being able to sustain the CSR mandate should be the key goal of CSR communication

By integrating CSR initiatives into their brand communication strategies, companies can:



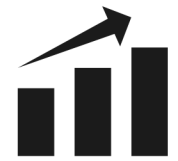
Appeal to socially conscious consumers and establish a favorable brand image.



Attract individuals who value a higher purpose and seek alignment between their work and belief.



Foster connections with those affected by the initiatives.



Improve brand reputation among stakeholders.



Draw in partners who share the same cause and are interested in collaborating.



Thank You!