



Say no to greenwashing:

10 tips for authentic sustainability communications

Only 44% of consumers globally trust brands' sustainability claims.* In some markets, this figure is even lower. It's more important than ever for brands using sustainability-based claims to step up and build back the trust of consumers.

Follow these strategic guidelines to build a better, stronger and more trustworthy sustainable brand.

1.
Permissibility:
Your brand needs consumer permission to own the claim. That means you need to earn that right by making sure that it fits your brand in order to drive equity.

2.
Be authentic: Live and breathe your sustainability claims throughout the organization.

3.
Be transparent:
Provide easy access to publicly available information that supports your claims and advertising to build trust.

4.
Be fresh: As the arena of sustainability-based claims becomes increasingly cluttered, you'll need to bring a fresh, relevant and credible perspective to the creative.

5.
Build your brand around a genuine commitment to shared values:
Consumers feel good about being part of a brand purpose that resonates with their personal values, how they want to be perceived and help the world.

6.
Focus on driving your sustainability-related brand attributes:
Determine, assess and monitor your core brand levers of sustainability to drive your equity.

7.
Recognize the Value-Action Gap:
On average, only 10% of consumers do what they claim when it comes to environmental behaviors. The UN calls it the "Value-Action Gap". Brands must develop comms with this in mind and understand the context of other purchasing factors that drive decisions.

8.
Leverage your history of sustainability:
Many brands have been following a sustainable path for years, but haven't yet dialed up comms or seen the consumer appetite for it. Leverage your old sustainable assets.

9.
Embed your commitment to sustainability:
Embed sustainability across the entire business, supply chain and among stakeholders.

10.
Build it over time: Build your sustainability messaging first through social media, ensure you are seeing positive sentiment to your sustainability-based claims and then build out into other media platforms.

* Capgemini Research Institute, Sustainability in Consumer Products and Retail Survey, March-May 2020
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