



# SUSTAINABILITY COMMUNICATION GUIDE

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A 2023 study by the European Commission found that more than half of the environmental claims made by companies in the EU were “unclear, misleading, or unsupported,” with 40% lacking any evidence.

This highlights major problems in how sustainability is communicated. To help ski industry professionals avoid these mistakes, this guide provides an actionable 10-step framework.

The goal is to improve how sustainability efforts are shared, emphasizing transparency, clarity, collaboration, and honesty.



## STEP #1

### ASSESS SUSTAINABILITY PERFORMANCE AND SET COMMUNICATION GOALS



- Assess current sustainability efforts.
- Identify strengths and weaknesses.
- Set clear goals for engagement.

Teams must ensure the sustainability communication plan aligns with the organization's sustainability program. This means accurately assessing current sustainability performance to identify progress, successes, and challenges.

Start by comparing the company's sustainability efforts with those of other businesses in the ski industry. Consider performance alongside partners, suppliers, and competitors in areas such as:

- Health
- Safety
- Community involvement
- Environmental protection
- Climate action

Use the following five-point scale to evaluate performance:

1. **Being compliant:** Meets basic legal and environmental requirements for the ski industry.
2. **Getting started:** Follows basic sustainability practices.
3. **Industry level:** Meets current standards in the ski industry.
4. **Promising progress:** Shows significant progress, exceeding expectations in sustainability.
5. **Thought leader:** Sets the standard for sustainability in the ski industry.

This analysis will reveal areas of strength and opportunities for improvement, guiding focus for sustainability efforts. An effective sustainability communication plan should highlight both successes and challenges.

Next, teams must define the goal of communication. If the primary focus is making sales, it's time to rethink. The goal should be to inform and educate.

**Examples of sustainability communication goals include:**

**1. Carbon reduction progress and challenges**

- Share successes, such as a 20% reduction in emissions over five years through renewable energy.
- Address challenges, like reducing the carbon footprint of employees and customers.

**2. Water conservation successes and challenges**

- Showcase new, more efficient snowmaking systems that use 30% less water.
- Present the challenge of further reducing water use while meeting demand.

**3. Biodiversity protection efforts**

- Explain plans to protect local wildlife by creating protected areas.
- Address the challenge of balancing habitat preservation with resort expansion.



**DO:**

Focus on educating and informing stakeholders about the organization's sustainability efforts and impact.



**DON'T:**

Use sales-driven messaging that detracts from meaningful, transparent communication.



## STEP #2

### UNDERSTAND THE AUDIENCE



- Gather information about the audience.
- Summarize this information to create audience profiles.

To create an effective communication strategy, teams must first understand their audience. This includes all stakeholders, such as:

- Customers (skiers)
- Employees (as mentioned in Step #4)
- Local communities
- Suppliers
- Partners
- Lawmakers
- Nonprofit groups

For each group, it's important to understand their:

#### 1. Pain Points:

- What problems or frustrations does the audience face? What do they want to solve? For example, skiers love the sport but may dislike the environmental impact of flying to resorts. However, they struggle to find low-carbon transportation options.

#### 2. Interests:

- What excites and interests the audience? Beyond skiing, what other sports, hobbies, or activities do skiers enjoy? Understanding these interests helps organizations connect on a more personal level.

#### 3. Behaviors

- How does the audience act or make decisions? Where do they get their information – for example, social media, blogs, or newsletters? Knowing this helps teams reach their audience through the most effective channels (see Step #3).

#### 4. Psychology

- What motivates the audience? What are their values and beliefs that affect decision-making? Understanding their mindset is key to crafting messages that resonate.

## 5. Demographics

- What is the average age, gender, income, education, and location of each audience? These details refine messages for better targeting.

### Collecting and summarizing data

Teams can gather this information through surveys, focus groups, or third-party market research firms that provide audience insights based on demographic traits. The purpose of data collection and its intended use should be clearly explained. Be transparent and emphasize that participation is voluntary. Ensure data is securely stored using a trusted platform to protect against breaches, and comply with [GDPR regulatory standards](#).

Once collected, the data can be summarized to create personas – detailed profiles representing the audience. Personas include key information like interests, age, gender, location, problems, and behaviors. These profiles help teams better understand their audience, enabling more effective and engaging communication.



#### DO:

Obtain permission before collecting information and follow [GDPR regulatory standards](#).



#### DON'T:

Make assumptions about the audience or use incomplete or unprotected data.



## Case study: Jackson Hole

Jackson Hole Mountain Resort in Wyoming illustrates how ski resorts can improve sustainability communications by understanding their audience.

In 2022, Jackson Hole conducted a [Resident Sentiment Toward Tourism Survey](#) and held focus groups as part of its [Sustainable Destination Management Plan \(SDMP\)](#). These efforts aimed to gather feedback from the local community regarding tourism, transportation, and environmental concerns.

By listening to the community, Jackson Hole [responded](#) with an “all-hands, all-communities” sustainability plan. The survey [revealed](#) that locals were particularly concerned about the environmental impact of car travel.

In response, Jackson Hole promoted low-carbon travel options and communicated progress through its website. For example, the resort shared that total miles traveled by skiers dropped by 30%, reducing CO<sub>2</sub> emissions by 2,000 tons.

By tailoring its sustainability strategy and communication plan to address community concerns, Jackson Hole made its actions and messaging more relevant resulting in [improved](#) engagement.

## STEP #3

### DEVELOP A COMMUNICATION STRATEGY



1. Determine what communication channels to use.
2. Develop a unifying Big Idea to guide the campaign's messaging and impact.

To create an effective communication strategy, teams must understand where different audiences spend their time and how they prefer to receive information. This knowledge, gathered through audience research (see Step #2), ensures that messages reach people effectively on the right platforms.

For example, [younger audiences](#) often prefer digital platforms over traditional media. They use platforms like YouTube, Facebook, Instagram, and TikTok, and they enjoy engaging with live events. To reach this group, teams can create fun and engaging content, such as YouTube videos about sustainable practices, live streams of related events, and social media posts that promote environmental awareness.

The key is to use multiple platforms to connect with audiences wherever they are. A good communication strategy integrates these channels. For instance, organizations can:

- Link their social media pages to their website.
- Share blog posts that delve deeper into core sustainability topics and promote them on social media.
- Send email newsletters to update subscribers on sustainability progress and upcoming events.
- Use in-app notifications to alert users about sustainability programs, initiatives, or community involvement activities.

Multiple communication channels should also facilitate a two-way dialogue with the audience, which is discussed further in Step #10.

With these insights in mind, the next step is to create the [Big Idea](#) – the central message that ties together all communication efforts. This ensures consistency across channels and target audiences.

The Big Idea should be based on key audience insights (Step #2) and linked to the campaign goals outlined in Step #1. When defining the Big Idea, state:

- What it's called.
- What it's about.
- Why the company is the right one to lead this campaign.
- How the campaign will be shared with people.



## Example: Ski resort campaign

Imagine a ski resort striving to educate younger skiers about its sustainability efforts while teaching them how to ski more sustainably. Here's an example of a Big Idea for such a campaign:

### What it's called:

*"Ski More Sustainably, Save the Slopes"*

### What it is:

This campaign encourages skiers to participate in protecting the environment. It highlights the resort's sustainability efforts, such as using renewable energy, reducing waste, and supporting local conservation projects. It also addresses the resort's sustainability challenges.

### Why the company can lead:

The resort is well-positioned to lead this campaign because it already implements sustainable practices, such as using renewable energy, saving water, and offering low-carbon transportation options. It has data to demonstrate these efforts' effectiveness and collaborates with local environmental groups to protect nearby ecosystems.

### How it will come to life (communication channels used):

#### 1. Social Media:

- Use platforms like Instagram and TikTok to share videos of sustainability efforts, skiers practicing eco-friendly habits (e.g., carpooling), and posts with the hashtag #SkiMoreSustainably.

#### 2. Website:

- Feature a *"Sustainability Tracker"* that showcases milestones, such as energy saved, trees planted, and waste reduced.
- Publish blog posts offering tips for skiers to make sustainable choices.

#### 3. In-Resort Activations:

- Establish *"Nature Protection Zones"* with informational signs about conservation efforts and energy-saving practices.
- Offer discounts to skiers who carpool or use public transportation.



#### 4. Email Marketing:

- Send newsletters updating followers on sustainability progress.
- Share tips for sustainable skiing and offer discounts for participating in sustainability programs.

#### 5. Events and Campaigns:

- Host a “Sustainable Ski Day” featuring activities like cleanup drives, tree-planting events, and sustainability workshops.
- Provide demonstrations on sustainable ski practices, such as maintaining gear for longer use.

#### 6. On-Site Displays and Materials:

- Use digital signs instead of paper to display real-time sustainability stats and tips for reducing environmental impact during the visit.



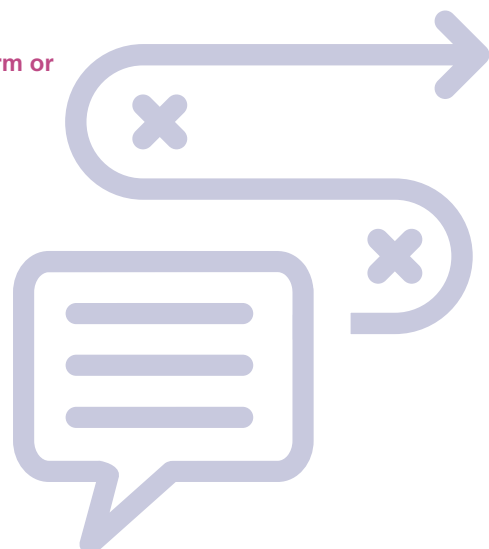
#### DO:

Craft a Big Idea that ties the campaign’s message together and engages the target audience across all channels.

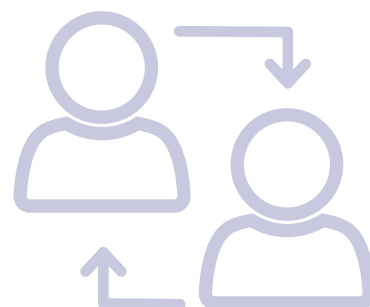


#### DON'T:

Limit your communication strategy to a single platform or ignore the preferences of your target audiences.



## STEP #4



### DON'T FORGET TO ENGAGE EMPLOYEES

1. Understand employee motivations.
2. Use communication to engage employees.
3. Keep employees engaged over time.

This step ties back to Step #2. Since [studies](#) show that employees play a significant role in driving real change, they are given extra focus here to provide further insights.

Employees play a key role in creating real change. That's why it's important to use a communication campaign to involve them in sustainability efforts, starting with understanding what motivates them.

Motivating employees can include recognizing their work, offering growth opportunities, or sparking their interest in learning more about sustainability. Remember, employee engagement isn't a one-time task – it's an ongoing effort to keep them excited and connected to the cause.

Here are some ways to keep employees engaged:

- Hold workshops for employees.
- Train sustainability leaders and green teams in each department.
- Send regular updates and newsletters.
- Create platforms for feedback and suggestions.
- Offer recognition and rewards.
- Organize team-building sustainability events.
- Hold sustainability challenges or competitions.
- Involve employees in developing policies.
- Encourage employees to share efforts on social media and by word of mouth.



#### DO:

Encourage employees to share their personal sustainability stories to inspire others.



#### DON'T:

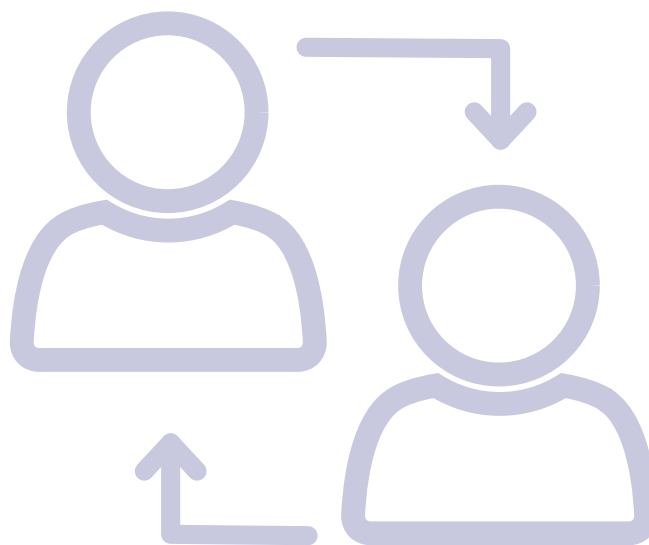
Neglect to follow up on employee suggestions, as it can make them feel ignored.

## Case study: Aspen Skiing Company

Aspen Skiing Company's Environment Foundation is a nonprofit run by employees. The foundation focuses on important environmental issues like climate change, clean energy, and protecting natural habitats. Over 1,600 employees donate through payroll deductions, and both the Aspen Skiing Company Family Fund and the Aspen Community Foundation match these donations.

What makes the Environmental Foundation special is that it's managed by a board of employees who choose which local projects to support. This gives employees a voice in the decision-making process, and research shows that this kind of empowerment helps increase engagement and commitment to sustainability.

Plus, by matching donations, the impact of every dollar an employee donates is effectively doubled. This gives employees a financial incentive to participate.



## STEP #5

### UNDERSTAND WHAT DRIVES ACTION FOR SUSTAINABILITY



- Understand what drives people to take action for sustainability.
- Tailor messages to how people think, to motivate engagement.

Below are three psychological theories that can influence behavior toward sustainability. Understanding these theories can help shape communication efforts to create more effective campaigns.

#### **Prosocial Motivation Theory**

[Prosocial Motivation Theory](#) suggests that people are motivated to do things that help others. While these actions may seem selfless, they are often driven by the desire to feel good or gain approval from others.

When this theory is applied to sustainability, it suggests that people are more likely to take actions that help the environment if there's a personal reward involved. For example, they may take action because it's seen as positive by their community.

For instance, a 2024 survey found that [66%](#) of skiers consider environmental policies when choosing a ski resort. Sharing information like this is important for sustainability campaigns because it shows that many people care about sustainability, encouraging others to do the same. Prosocial Motivation Theory suggests that skiers will want to be seen supporting sustainability to ensure they are viewed positively by the ski community.

#### **Self-Presentation Theory**

[Self-Presentation Theory](#) states that people act to control how others perceive them. This means that sometimes, how people want to be seen can be more important than their desire to protect the environment.

For example, when the Toyota Prius was first released in 1997, it was the world's first mass-produced petrol-electric hybrid car. It was designed as a practical, low-emission alternative. At the same time, Honda launched the Civic Hybrid, which was the first hybrid car to be certified as zero-emissions. However, the Prius became more popular than the Civic Hybrid.

A survey reported by the [New York Times](#) showed that the main reason people chose the Prius over the Civic was that the Prius "made a statement about them." The campaign gave people the self-perception they wanted – to be seen as environmentally conscious consumers.

With the above in mind, teams should:

- **Create campaigns that make a statement:** Design campaigns that allow people to showcase their more sustainable choices, like posting about them on social media or featuring their efforts in blog articles. Make sure to ask for permission first.
- **Give recognition:** Celebrate and reward people for making sustainable choices by giving certificates, awards, or shout-outs on digital platforms like social media or email. Make sure to ask for permission first.

#### **Behavioral Affordance Theory**

[Behavioral affordances](#) are the opportunities in the environment that make certain actions easier. Sometimes, sustainable choices aren't available or might seem too expensive. Even if people want to help, they may not know where to start. To address this, teams should make sustainable options easy to choose and remove unsustainable ones.

Additionally, communication efforts should provide clear and helpful information about sustainability. This supports understanding, meaning audiences will know what actions they can take and how to perform them.



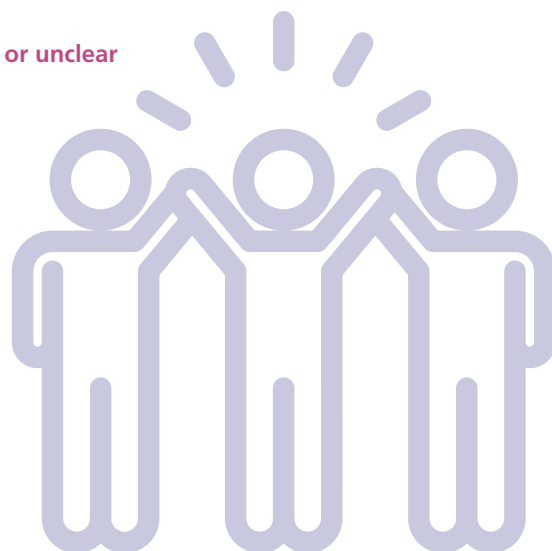
#### **DO:**

Share statistics or examples showing that others care about sustainability to encourage participation and recognize participants' involvement.



#### **DON'T:**

Use overly technical language, convoluted messages, or unclear instructions, as these can confuse the audience.



## STEP #6

### USE STORYTELLING



- Share the organization's story and sustainability journey.
- Speak directly to the audience in a way that feels personal.
- Involve the audience to make them feel like active participants in the story.

Good storytelling focuses on making people feel something. Unlike dry facts, [studies](#) show that people connect better with personal stories because they often feature a main character facing challenges and overcoming them.

Through storytelling, organizations have the chance to be that main character and share their unique story. By letting the company's personality shine through and speaking to the audience as if they're friends, a personal connection is made, helping the brand feel more human.

Additionally, a recent study in [Nature Communications](#) shows that storytelling is a powerful way to encourage people to work together, teach social rules, and gain support from the community. Applying these findings, storytelling can inspire collective action on sustainability and establish sustainable behaviors as the norm.



#### DO:

**Use storytelling to create emotional connections by sharing personal information to make the organization feel more human and relatable.**



#### DON'T:

**Rely solely on dry facts or impersonal communication.**

## Case study: Flims-Laax-Falera (Switzerland)

Flims-Laax-Falera, a ski resort in the Swiss canton of Graubünden, created a video to highlight their efforts toward sustainability. This video is a strong example of storytelling that successfully connects with its audience.

The video tells the story of the resort's journey toward becoming more sustainable, focusing on the people who made it possible and the challenges they've overcome. By featuring animals that benefit from the resort's sustainability initiatives, the video taps into the emotional connection viewers have with wildlife. It also acknowledges the viewers' contributions, thanking them for their donations and showing how their support has helped make these changes happen. This makes the viewers feel personally involved in the story.

Moreover, the phrase "the best way to predict the future is to create" motivates viewers to go beyond just watching. Instead, viewers are encouraged to get involved in shaping the story's ending. This universal message of potential and ambition resonates with people from all backgrounds, making it an inspiring call to action.





## STEP #7



### PRIORITIZE TRANSPARENCY

- Follow the BSR's [Understanding and Preventing Greenwash: A Business Guide](#).
- Always back up claims with verifiable data and proof.
- Avoid withholding information about sustainability progress; be open and share both achievements and areas for improvement.

When a company makes its sustainability efforts seem better than they are, it's called "greenwashing." Greenwashing can create distrust and is unfair to stakeholders who are trying to make responsible choices. A survey found that [83%](#) of consumers worldwide believe honesty and accountability are important when choosing which brands to trust and support.

Greenwashing can also cause problems beyond trust. If companies ignore their environmental and social impacts, they could face fines, lawsuits, and damage to their reputation.

Detailed below are actions to take to prevent greenwashing, based on BSR's [Understanding and Preventing Greenwash: A Business Guide](#):

- **Clear Disclosures:** Use simple, easy-to-understand language and avoid confusion or contradictions.
- **Specific Claims:** Be clear about whether the benefits apply to the product, packaging, or service.
- **No Overstatements:** Don't exaggerate the environmental benefits of a product or service.
- **Comparative Claims:** If comparing the product to others, make sure the comparison is clear and backed by proof.
- **General Claims:** Don't make broad claims unless they can be proven and explained.
- **Carbon Offsets:** Be clear about how and when carbon offsets are used.
- **Certifications:** Explain third-party certifications and what they mean.
- **Compostable Claims:** Make sure the product can be composted in the local area.
- **Degradable Claims:** Be specific about how long it takes for a product to break down.
- **Free-Of Claims:** Don't suggest a product is safer or better if it doesn't apply in all situations.
- **Non-Toxic Claims:** Provide proof that the product is safe for both humans and the environment.
- **Ozone Claims:** Be clear about how the product affects the ozone layer. [Note](#) that certain ski waxes contain fluorocarbons, which damage the ozone layer. FIS has prohibited these for use in its competitions, but waxes containing FLUOR can still be found on the market.
- **Recyclable Claims:** Make sure the product can be recycled where it's being sold.
- **Recycled Content:** Provide proof that products contain recycled materials.
- **Refillable Claims:** Make sure the product can actually be refilled with the facilities provided.
- **Renewable Energy:** Be clear about how much renewable energy is used and how it compares to non-renewable energy use.

- **Renewable Materials:** Prove that the materials used are renewable.
- **Source Reduction:** Clearly state the amount of resources saved.

At the heart of preventing greenwashing is the need for all claims to be backed by data and credible evidence.

#### **Green hushing: A hidden problem**

Another issue is 'green hushing,' which happens when companies are afraid to talk about their sustainability progress because they worry about criticism. When companies don't share what they're doing, stakeholders can't see the environmental impact of their choices.

This also stops collaboration and recognition of sustainable progress.

Instead, companies should prioritize transparency and honesty. Sustainability successes should be shared, along with the challenges that still need to be addressed. Claims must be supported by clear, measurable data.

For example, if a ski resort installs water-saving toilets, they should share the amount of water that is saved. However, if overall water usage remains high, that should also be disclosed. This helps stakeholders understand the full impact of the resort's actions.

Even small changes can add up to a significant impact. Organizations should demonstrate how these small steps contribute to a larger sustainability plan. If there is uncertainty about any aspect, seeking guidance from an expert or having an independent organization verify the results is advised.



#### **DO:**

**Provide clear, honest disclosures and back up claims with verifiable data.**

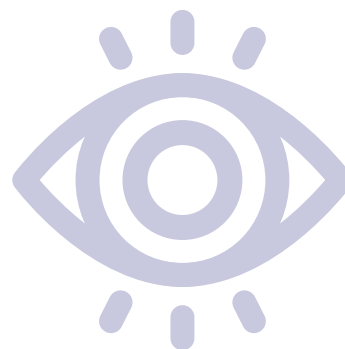


#### **DON'T:**

**Exaggerate or withhold information about sustainability efforts.**



## STEP #8



### BE VISUAL

- Use visually appealing elements like infographics, icons, and impactful images to convey sustainability messages effectively.

The brain processes images [60,000](#) times faster than text, and studies show that 40% of people respond better to pictures than to words alone. Therefore, it's essential to make sustainability messages visually appealing by using infographics, icons, and impactful images. Consider how emotions can be conveyed through these visuals and how photos can help tell the story.

Don't rely on overused or predictable images. For example, the color green is often linked to sustainability, but using it too much can make the message feel cliché. Instead, use a thoughtful selection of colors that create contrast and visual interest, helping to make the message stand out more creatively and uniquely.

Also, steer clear of generic stock images that don't truly reflect the essence of the story. Choose real and relatable images that connect with the audience.



#### DO:

Utilize visuals that encourage action, such as clear calls to action or images showing people actively participating in sustainable practices.



#### DON'T:

Use overly negative or alarming visuals that might overwhelm or discourage the audience.

## Case study: Levi

[Levi Ski Resort](#) in Finland uses pictures, graphics, and infographics to share its sustainability efforts and progress.

For example, one of Levi's [infographics](#) integrates bold statistics, such as the percentage of renewable energy used, ensuring these key figures immediately capture the viewer's attention.

Additionally, simple icons are used. One example is a light bulb with a plant inside to signify renewable energy. Another is a snowflake to showcase the amount of farmed snow (reducing the demand for technical snow). These icons make the data more accessible and engaging, especially for international visitors who might not speak the language fluently.

## Case study: FIS NOCO Project

Another example can be seen with [FIS's Nordic Combined LOCs \(NOCO\)](#) for the 2024/25 World Cup season. This initiative will highlight sustainability initiatives from the eight Local Organizing Committees (LOCs), each focusing on a different aspect of sustainability. The project aims to foster collaboration among organizers, helping them create more sustainable events. These initiatives will be showcased in the #CombinedForChange series, culminating in the FIS Combined For Change Award, presented by Viessmann, at the end of the season.

To make the messaging for the NOCO project engaging and fun, communications around the eight LOC's initiatives are illustrated with vibrant, cartoon-like images. For example, in Oslo, VIP tents are depicted with a light-hearted illustration to show they are heated by pellets. A water dam is also used to represent the use of 100% renewable energy.

Similarly, Ruka's depiction features water-saving efforts symbolized by a water droplet, and energy-saving initiatives illustrated with a lightning bolt.

For Lahti, community development projects are represented by a group of cheerful cartoon characters visually conveying a sense of collective enthusiasm.

These playful visuals add an enjoyable touch to the serious goal of sustainability, giving communication efforts a positive and approachable tone.

## STEP #9


### EXPLAIN SIMPLY




- Simplify complex terms and use the “explain like I’m five” approach for technical topics.
- Use simple comparisons and examples to make ideas easier to understand.
- Structure written content for easy reading with bullet points and headings.

When talking about sustainability, it’s important to keep things simple and clear so people can understand. Using complicated words or technical terms can confuse readers. Below are some tips on how to make communications easier to understand:

- **Avoid jargon and explain technical terms when used:**  
Terms like “carbon sequestration” or “life-cycle assessment” might be hard to interpret. Only use them if necessary, and be sure to explain them simply or with an example. For help, refer to the [UNDP’s Climate Dictionary](#), which simplifies complex climate concepts in a user-friendly and visually engaging way. Plus, refer to the UNDP’s [The Climate Dictionary: Nature Edition](#) which defines key terms and concepts related to nature, biodiversity, and conservation.
- **Use the “explain like I’m five” rule:**  
Break down tough concepts using the “explain like I’m five” rule. This means explaining things in a way that anyone can understand, even if they don’t know much about the topic.
- **Use easy comparisons:**  
Comparing complex ideas to something familiar helps people get the point. For example, ecosystem balance is like a team sport – every player (or species) has a role, and if one player is missing, the whole game changes.
- **Make written communications scannable:**  
For written communications, write short, clear sentences and use bullet points or headings to break up text. Highlight important points with bold text or images to make them stand out.
- **Ask experts, but keep it simple:**  
When talking about science or policy, consult an expert to ensure the facts are correct. But be sure the information is explained in simple terms.
- **Use digital tools for support:**  
Use the [Hemingway Editor Application](#) to ensure that the text is easy to read at an 8th–9th grade level. [ChatGPT](#) is also useful for rewriting sentences to make them shorter, simpler, and clearer. Tools like [Grammarly](#) can fix mistakes and improve the tone of the writing.

 **DO:**  
Test your content with a sample audience to ensure it's easily understood before sharing it widely.

 **DON'T:**  
Skip editing, as errors can distract from the message and reduce clarity.



## STEP #10

### COLLABORATE WITH TWO-WAY DIALOGUE



- Improve digital communications by using platforms for two-way dialogue.
- Engage key stakeholders, including customers, employees, and suppliers, to collaboratively identify and address sustainability challenges.

Effective communication campaigns foster two-way dialogue with key stakeholders. This means listening to their ideas and feedback. However, a [2018 study](#) found that many ski resorts “make minimal use of their websites to establish a dialogue with users.” If these resorts improved this, they could better connect with their audience on key sustainability topics.

[Sustainable Development Goal 17](#) emphasizes the importance of collaboration. Therefore, teams must engage customers, employees, communities, suppliers, partners, lawmakers, and nonprofits in their communication efforts to build strong, lasting relationships. This involves using communication to show respect, align on shared values, and actively listen to feedback. For example, organizations can invite customers to share sustainability ideas through social media or reviews and collaborate closely with suppliers to address sustainability challenges.



#### DO:

Create an environment of openness by regularly updating everyone involved on how sustainability goals are progressing.



#### DON'T:

Rely solely on one-way communication, such as broadcasting messages, without providing opportunities for stakeholders to share their input.

## Case study: Vail Resorts and Alterra Mountain Company Partnership

Vail Resort in Colorado has joined forces with Alterra Mountain Company, Boyne Resorts, and POWDR to work together on fighting climate change and promoting sustainability. Together, they created the Climate Collaborative Charter.

The charter focuses on working together instead of competing. This collaboration encourages industry leaders, employees, guests, and local communities to share ideas and knowledge. It views sustainability as a group effort and invites input from many different people, especially regarding best practices and new solutions.

The charter has promised to use its collective voice to push for public policies that promote renewable energy. They have also committed to working together to reduce energy consumption, achieve carbon neutrality, cut down on waste, and act as responsible environmental stewards. This includes setting common goals across 71 North American resorts.

The Climate Collaborative Charter exemplifies a collaborative approach where sustainability efforts are shaped by two-way communication and contributions from a wide range of stakeholders.





## SUMMARY



### **DRIVE CHANGE WITH A CLEAR AND TRANSPARENT SUSTAINABILITY COMMUNICATION STRATEGY**

In summary, this 10-step sustainability communication framework focuses on:

- Thoroughly evaluating current sustainability efforts to strengthen communication strategies.
- Gaining a deep understanding of key audiences and what motivates them to take action.
- Using multiple channels to deliver a clear and consistent message.
- Providing transparent, data-backed messages.
- Incorporating creativity, originality, storytelling, and visual elements.
- Simplifying and clearly explaining complex technical topics.
- Actively engaging and collaborating with key stakeholders.

The goal is to help teams create sustainability communications that are credible, impactful, and foster trust, inspiring real action toward a more sustainable future.



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