

Communicating Sustainability

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Geelmuyden Kiese

- +9 years of experience in corporate communication and sustainability working with companies such as Novo Nordisk, Moderna, Google, Rosendahl Design Group, INEOS, UGI International, OK amba and Discovery Networks/HBO.
- Previously LEGO.

Geelmuyden Kiese is one of Scandinavia's largest communication agencies with offices in Copenhagen, Oslo and Stockholm.

1989/140/3*

Established Employees Countries

* Through our affiliate partner, **Ketchum**, we are able to communicate and share knowledge in more than **70 countries**.

Claim

Reality

Claim = Reality

Claim

Reality



4 good reasons not to communicate about sustainability

There is already too much
information - and no one gets
it.

In 2023 we have conducted a materiality assessment to identify, survey and prioritize the key impact areas that will be the basis for the Planet Positive ESG-effort going forward, including the planned initiatives to reduce emissions in scope 1 and 2, and the following mapping of scope 3-emissions.

91 meters

91

meters



No one will trust you. And
you'll probably be accused
of greenwashing anyway.

87%

Share of Danish companies that publicly
communicate about sustainability

31%

Share of consumers who trust
what they are saying



We have a trust issue

All the best phrases have already been used.
Again. And again. And again. And again.
And again. And again. And again. And again.
And again. And again. And again. And again.
And again. And again. And again. And again.
And again. And again. And again. And again.
And again. And again. And again. And again.

Together with our
customers we pave
the way for a more
**sustainable
planet.**

(VERY) LARGE DANISH
COMPANY

Overall,
we aim to
progress towards
**zero
environmental
impact...**

NO. 1 IN THE WORLD

We're on a journey towards
a **sustainable future.**

We're continually revising
our plans and raising the
level of ambition wherever
possible

WORLD-LEADING

We are using our business as a
force for good

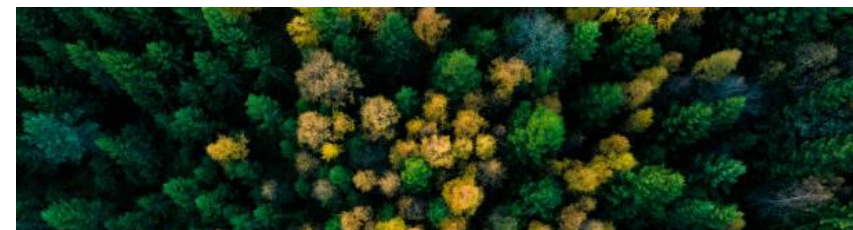
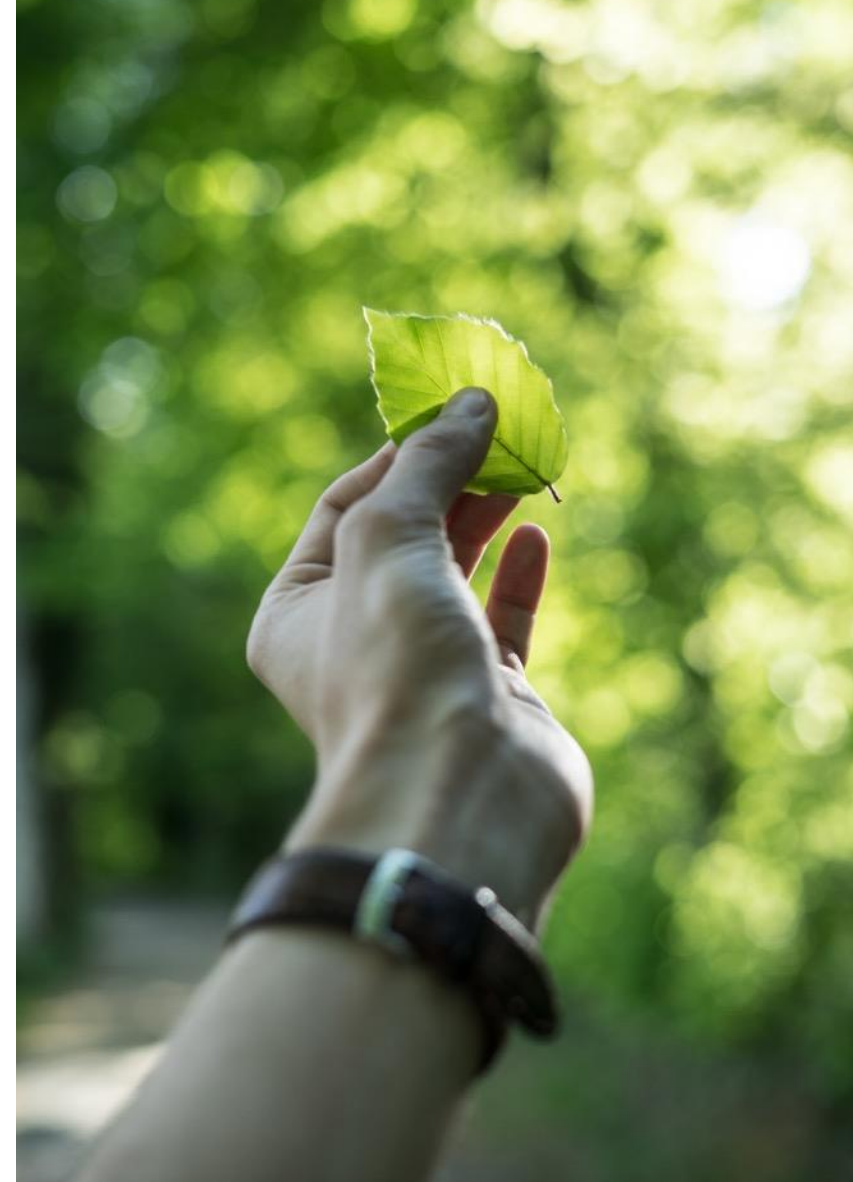
EVERYBODY KNOWS THEM

... We are
committed to
**building a
sustainable
business** for
our employees,
customers, and
communities.

AMAZON

Sustainable company
Our commitment
Climate neutral
Future generations
Sustainable future
Protect the planet
Biggest challenge
Sustainability journey
Together, we can...
Building a better...
We're aiming for net zero
Sustainable pathway
Exploring circular business models
Impact positive
Making a difference

All the best stock photos
are already taken.
Literally.



Why you shouldn't communicate about sustainability

No one gets it.

No one believes it.

No phrase or photo that isn't already taken.

It's the easiest way to avoid
greenwashing

But then again ...

**The
Upside:**
It pays off.

**The
Upside:**
It pays off. For all of us.

Action first.

BE

Ambitions for sustainability.
Strategy, objectives and target
group(s)

DO

What you do to reach the objectives.
Actions and activities

SAY

What you communicate.
Messages, channels and activities



4 Guidelines for Effective Sustainability Communication

1. Say it your way. No one else can.

DSB's version

**DSB will be
carbon neutral
by 2030**

My recommendation

Destination:

Carbon neutral

Timing:

2030

Expectation:

Delays and
disruption

Version 1

As a material, plastic is durable, has many use-cases and can be recycled after use if disposed of properly. However, plastic also comes with certain environmental challenges in its production and when it ends up as waste.

As a company, we want to increase the share of recycled materials across our portfolio while maintaining the same quality and durability we are known for.

Version 2

**We believe plastic
is too good to waste**

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2. Don't be afraid to speak. Progress beats perfection.



Chapter 5

Our Fuck-ups



Organic Basics®

We're on the optimistic, hopeful and idealistic side – which sometimes leads to us setting unrealistic goals. Here, we want to share our bad moves, and what we've learned from them.

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2. Don't be afraid to speak. Progress beats perfection.
3. Watch out for the three S's. They are typical greenwashing pitfalls.

The Three S's

- Which are also typical greenwashing pitfalls

Adopted from Geelmuyden Kiese's "GreenScreening" framework

Stock Sustainability

Jargon no one
understands - or trusts

” We're on a purpose-driven
planet positive journey

Shop Talk

Overcomplicating
things

” Transitioning the polymer compound
requires a multi-facted approach in which...

Small Good News


The icing on the
business-as-usual cake

” At our factory we have
started using FSC certified
print paper

Apple's Carbon Neutral Claim

Impactful innovations. Powerful progress.

We made Apple Watch carbon neutral the Apple way — through innovations in design, engineering, and operations. Our approach tackles product carbon emissions from our three biggest sources: electricity, materials, and transportation.

Learn how 



**POWERED BY
100% CLEAN
ELECTRICITY**

**MADE WITH OVER
30% RECYCLED
MATERIALS BY
WEIGHT**

**SHIPPED 50%
OR MORE
WITHOUT
AIRPLANES**

Powered by 100% clean electricity.

Electricity represents over three-quarters of the Apple Watch carbon footprint, with the remainder being manufacturing. Starting in 2023, the electricity used to make all of Apple Watch and watch bands will be sourced from 100% clean electricity. This is part of our commitment to source renewable energy and build new infrastructure, which began in 2015, to source renewable energy and build new infrastructure, while helping our suppliers do the same.

To reduce emissions even further, we're matching 100% of your expected electricity use to charge your carbon neutral Apple Watch by investing in renewable energy. For example, we're supporting the Radian Solar project in Brown County, Texas.⁶



Carbon Neutral

Look for this new logo — it means your
Apple Watch is carbon neutral.

Shipped 50% or more without airplanes.⁹

Shipping an Apple product by ocean emits 95% less carbon dioxide than shipping the same device by air. By shipping 50% or more of the total weight of a product by ocean, we can significantly reduce emissions. For example, we're shipping more models and bands using non-air modes of transportation — like ocean freight — to their next destination, we're cutting total transportation emissions in half. And for the first time, this packaging is 100% fiber based.¹⁰ It's the first milestone toward our commitment to remove plastic from all packaging by 2025.

Made with over 30% recycled materials by weight.

Since Series 5, Apple Watch has been made with 100% recycled aluminum in the case. Series 9 also uses 100% recycled materials in many of its components: gold in the plating and tin in the solder of multiple printed circuit boards, rare earth elements in the magnets, tungsten in the Taptic Engine,⁸ and copper foil in the main logic board. And in 2023, we added recycled cobalt in the battery of Apple Watch Series 9 and Apple Watch Ultra 2 as part of our goal to use 100% recycled cobalt in all Apple-designed batteries by 2025.⁷ We've also redesigned one of our most popular bands, the Sport Loop, with 82% recycled yarn, some of which includes material from discarded fishing nets. With these combined innovations, an aluminum Series 9 paired with any new Sport Loop watch band now contains over 30% recycled content.⁸

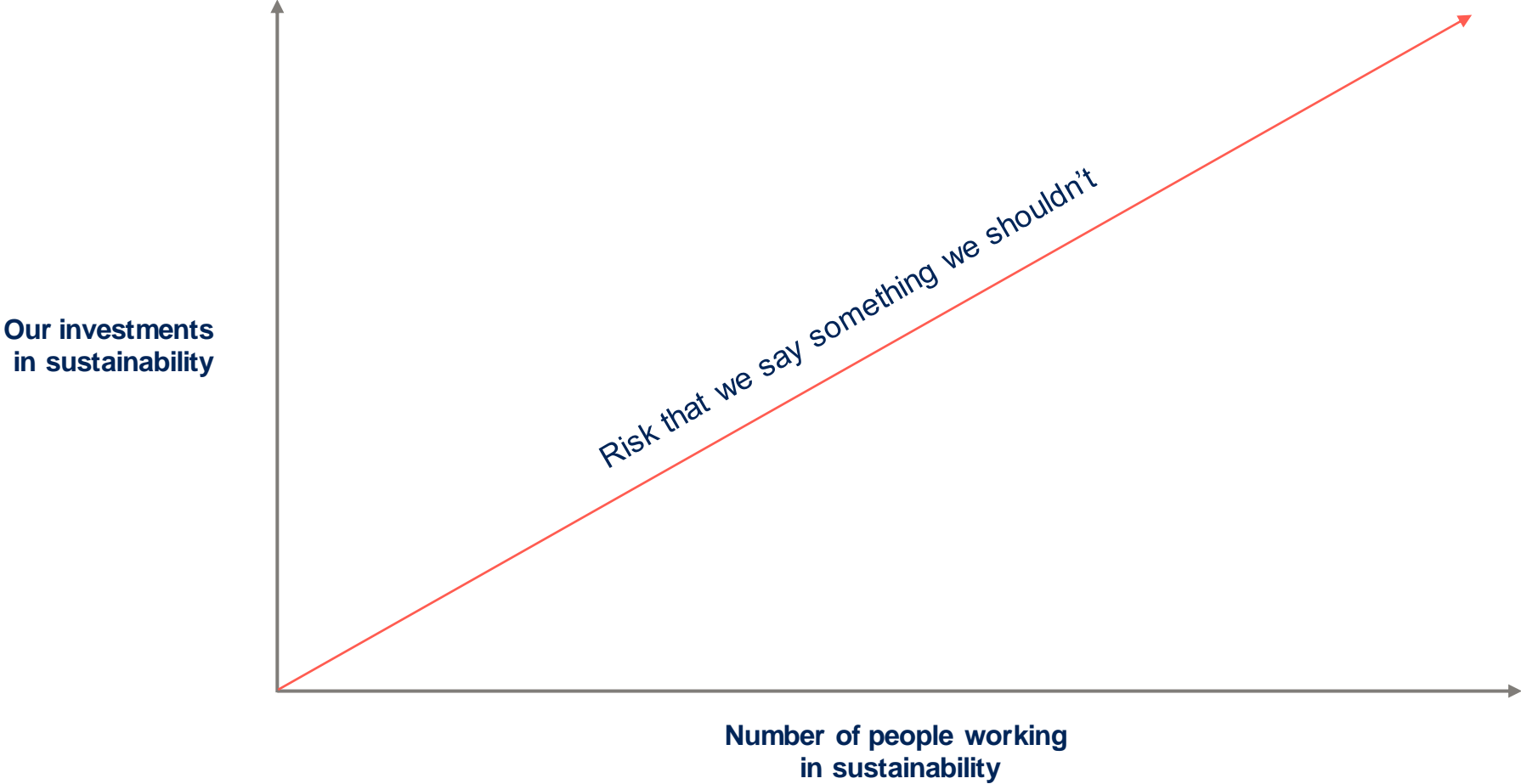
Investing in nature-based solutions.

To offset the small amount of remaining emissions from Apple Watch, we're investing in nature with high-quality carbon credits, including projects from Conservation International and Goldman Sachs. We're investing up to \$200 million in nature-based projects that restore grassland ecosystems, support local communities, and also air quality. In 2023, we doubled our investment in a new fund managed by Conservation International. Every project we support must meet strict third-party standards of efficacy, impact, and permanence.

78% reduction in the carbon footprint
of an aluminum Series 9 with
Sport Loop through innovations in
recycled materials, clean electricity,
and transportation.¹¹

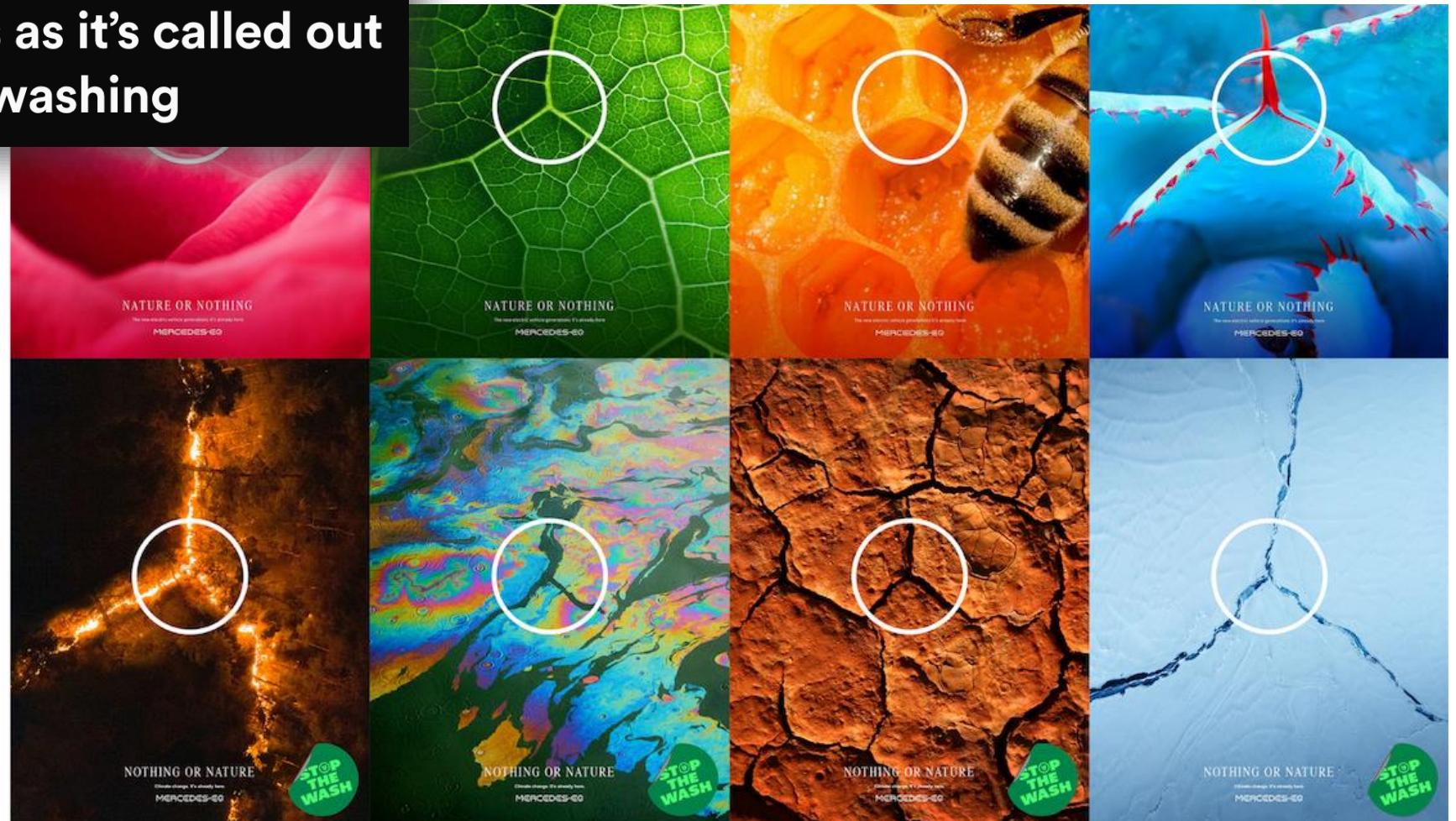
4 Guidelines for Effective Sustainability Communication

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2. Don't be afraid to speak. Progress beats perfection.
3. Watch out for the three S's. They are typical greenwashing pitfalls.
4. Tell your colleagues about the three S's. Especially number two.



[Marketing](#) [Brand Purpose](#) [Brand Safety](#)

Mercedes distances itself from environmental ads as it's called out for greenwashing



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